Ross Reports ON TELEVISION

INCLUDING

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WEEKLY REPORT

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(16)

NBC- 8:30-9pm EDT; DEBUT; Background, LIVE & FILM; from WNBT(NY), to the net. Sustaining. Pkgr- NBC News & Special Events; Prod- Ted Mills; Managing Ed- Reuven Frank; Film Superv- Mr. Jean Lenauer; Film Ed- Connie Gochis. Joseph C. Harsch, NBC Washington correspondent, explains the headlines (fron New York) in terms of the people who live them in a live commentary with specially shot film. This is the first program of its type in the NBC news "feature production area." Program replaces Comment in this time spot, with the latter going off temporarily and returning on Aug 29, Sunday 3:30-4pm. Background will remain in its present spot until Sept 6 after which it will move to a new time.

Thursday(19)

NBC- 7:30-7:45 pm EDT; SPECIAL; President Eisenhower's Address to World Council of Churches, ON FILM; from WNBQ(Chi), to the net. Pkgr & Prod- NBC News & Special Events thru NBC Chicago. President Eisenhower's address before the meeting of the World Council of Churches, in Evanston, Ill. The President will be introduced by Dr. Geoffrey Fisher, Archbishop of Canterbury. Program replaces the Thursday showing of The World of Mr. Sweeney, one time only.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Man of the Week (Sun, 6:30-7pm EDT) Returned Aug 8, for three weeks, replacing Crossroads in Asia which had its last showing Aug 1. (See page 119).

The Morning Show; FORMAT CHANGE August 16; Mon thru Fri, 7-9am EDT; from WCBS-TV (NY), to the net. Participations. Pkgr- CBS News & Public Affairs; Prod- Ted Fetter; Assoc Prod- David Heilweil; Dirs- Kirk Alexander, Peter Birch; News Prod- Av Weston; News Dir- Vince Walters; Sets- Kim E. Swados; Music Dir- Jose Melis; Writers- Jack Paar, Larry Marks, Sid Resnick, Poot Pray. Complete production and format change for the program, with entertainment making up the major portion of the former news and feature program. Jack Paar is anchor man and host, presenting monologues and sketches. Charles Collingwood continues with news reports, and Bil and Cora Baird and their marionettes continue, with members of Paar's "troupe" also joining the show: Betty Clooney as featured vocalist, pianist Jose Melis, and band leader Pupi Campo as straight man and added duty as sportscaster. Melis will lead a trio for musical numbers.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

OTHER NET CHANGES(Cont'd)

NBC- The American Forum (Sun, 4-4:30pm EDT) New title, effective immediately. Old title, The American Forum of the Air, had been in use for 26 years on radio-TV.

NEW NETWORK SPONSORSHIPS

WHITEHALL PHARMACAL CO (Anacin) thru The Biow Co., Inc will sponsor the Monday segment of Douglas Edwards With the News (Mon thru Fri, 7:30-7:45pm EDT) over CBS-TV, effective August 23. AVCO MANUFACTURING CO (Appliance & Electronics Div, Bendix) thru Earle Ludgin & Co (Chi) will sponsor the Wednesday segment of the same program, effective August 25. PHARMACEUTICAL, INC (Geritol) thru Edward Kletter Associates, Inc., will sponsor the Friday segment, effective August 27. American Tobacco Co (Pall Mall Cigarettes) continues as sponsor of the Tues & Thurs programs.

THE TONI CO (All products) thru Leo Burnett Co., Inc(Chi) will sponsor People Are Funny over NBC-TV, Sundays, 7-7:30pm, beginning Sept 19.

CHRYSLER-PLYMOUTH DEALERS thru McCann-Erickson, Inc(NY) will sponsor a new film series, It's A Great Life, over NBC-TV, Tuesdays, 10:30-11pm, beginning Sept 7. The series stars Michael O'Shea, James Dunn and William Bishop.

CAMPBELL SOUP CO thru Batten, Barton, Durstine & Osborn, Inc(NY) will sponsor a new film series, Dear Phoebe, starring Peter Lawford, over NBC-TV, Fridays, 9:30-10pm, beginning Sept 10.

PONTIAC MOTOR DIV, GMC, thru MacManus, John & Adams, Inc(NY) will sponsor The Red Buttons Show over NBC-TV, three Fridays out of four, 8-8:30pm, beginning Oct 1.

CHEVROLET MOTOR DIV, GMC, thru Campbell-Ewald Co(Detroit) will sponsor the T-Men In Action film series over ABC-TV, Thursdays, 8-8:30pm, tentatively starting Oct 7.

LENTHERIC, INC(perfumes) thru Cunningham & Walsh, Inc(NY) will become alternate week sponsor of Chance of a Lifetime (Friday, 10-10:30pm) over DuMont, effective Sept 17. P. Lorillard Co (Old Gold Cigarettes) will continue as sponsor, alternate weeks.

LOCAL STATION ACTIVITY

WPIX(Ch 11) New York - Hometown Hero, ON FILM; HIGHLIGHT Aug 14; Sat, 1:20-1:40pm EDT, one time only. Sustaining. Film made in 1921, starring the late Babe Ruth, presented as a prologue to the eighth annual "Oldtimers Day," preceding the regular telecast of the New York Yankees-Boston Red Sox ball game.

WBBM-TV(Ch 2) Chicago - Farm Daily; DEBUT Aug 16; Mon thru Fri, 6:45-7am CDT. Sustaining. Pkgr- WBBM-TV; Prod & Writer- George Menard. George Menard presents news of interest to farmers and features and interviews of interest to city dwellers.

KNXT(Ch 2) Los Angeles - Cavalcade of Books; RETURN Aug 15; Sun, 3:30-4pm EDT. Sponsor- A group of book publishers with the Southern California Booksellers Assn thru Case Advertising Agency. Pkgr & Prods- Frances and Jack Case; Dir- Dan Gingold(KNXT). Third season for the Peabody-award winning program, presenting Georgiana Hardy and Turnley Walker in discussions of new books and interviews with noted guests from the literary world. The program debuted Sept, 1952. Sponsorship is shared by almost 100 publishing firms of various types as well as the booksellers group.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WABC-TV(7)	#"Tales of the Trail" (Motion Pictures for TV)	-Sustaining	7/24	Sat	4-4:30pm
WABD(5)	#"It's a Small World" (Travel films-various)	-Sustaining	8/9	Mon thru Fri	11:15-11:30am
Chicago					
WBKB(7)	#"Victory At Sea" (NBC Film Division)	-Fox Deluxe Foods, Inc (poultry) thru C. Wendell Muench & Co(Chi)	8/19	Thu	9:30-10pm
WGN-TV(9)	#"Racket Squad" (ABC Film Synd, Inc)	-G. Heileman Brewing Co thru Leo Burnett (Chi)	8/17	Tue	8:30-9pm

#Re-runs in market

RATINGS DIGEST

ONCE WEEKLY PROGRAMS EVENING, SPONSORED (Net - Film or Live)	NATIONAL NIELSEN 2 weeks end July 10 Homes(000)	Homes(%)	U.S. PULSE TV July 6-12 AUGUST issue	TRENDEX Week Aug 1-7 AUGUST	VIDEODEX June 26-July 2 Homes(%)
I Love Lucy(CBS-F)	(1) 14,020	(1) 47.0	#	#	(2) 35.1
Dragnet(NBC-F)	(2) 11,792	(2) 40.3	(1) 35.4	(3) 27.1	(1) 35.5
Blue Ribbon Boxing(CBS-L)	(3) 9,300	(5) 31.6	*	*	*
Toast of the Town(CBS-L)	(4) 9,018	(4) 31.8	(4) 27.9	(8) 20.5	(5) 30.7
Ford Theater(NBC-F)	(5) 8,886	(3) 32.0	(5) 26.1	*	*
Robert Montgomery(NBC-L)	(6) 8,877	(6) 30.6	*	*	*
This Is Your Life(NBC-L)	(7) 8,299	(7) 30.2	*	*	*
Godfrey & Friends(CBS-L)	(8) 8,130	(9) 28.9	(6) 25.4	#	(8) 27.0
Godfrey Talent Scouts(CBS-L)	(9) 8,116	(8) 29.1	(7) 25.3	(1) 32.7	*
Loretta Young Show(NBC-F)	(10) 7,894	*	*	*	*
Kraft TV Theatre(NBC-L)	*	(10) 28.2	*	*	(9) 26.2
Stage Show(CBS-L)	*	*	(2) 32.0	*	#
Best of Groucho(NBC-F)	*	*	(3) 28.3	(4) 24.8	(3) 33.7
Public Defender(CBS-F)	*	*	(8) 25.2	(2) 28.7	*
What's My Line(CBS-L)	*	*	(9) 25.0	(5) 22.3	*
Burns & Allen(CBS-F)	*	*	(10) 24.7	(9) 19.2	*
Masquerade Party(CBS-L)	*	*	*	(6) 22.1	*
Justice(NBC-L)	*	*	*	(7) 20.8	*
Our Miss Brooks(CBS-F)	*	*	*	(10) 19.1	(10) 25.8
Jackie Gleason(CBS-L)	#	#	#	#	(4) 31.4
Television Playhouse(NBC-L)	*	*	*	*	(6) 29.4
Saturday Night Revue(NBC-L)	*	*	*	*	(7) 27.6

CODE: *Not placed in first ten in survey #Not on air during survey week
Numbers in parentheses denote placement in each survey list. NOTE: Nielsen, U.S. Pulse and Videodex are national surveys; Trendex is a 10-city survey. See page 123 for previous digest

CASTING: James Merrick(CBS) is the new casting director for Studio One; for the new series starting Sept 20.....Mama (CBS, Fri, 8-8:30pm, returning Sept 3) Casting: Doris Quinlan at Carol Irwin, 30 E 39th St, MU 3-7311; uses supporting players to permanent cast; send photos and resume, follow up later by calling for appointment.

SCRIPTS: Honestly, Celeste (CBS, Sun, 9:30-10pm, debut Oct 10) series starring Celeste Holm as a neophyte reporter on a big city daily. Scripts are bought by Les Kolodny at William Morris, 1740 Broadway, and Larry Gelbart, CBS, 485 Madison Ave, New York; open market, directly from writers as synopses and/or completed scripts. Approximately $300 and up for outlines for the half-hour situation comedy episodes, in a scene by scene breakdown; approximately $600 and up for completed scripts. Exact prices are not set, but are subject to negotiation and are based on the skill and reputation of the writer.

FILM DIGEST: Transfilm, Inc, is distributing four films originally produced for the TV-Radio Workshop of the Ford Foundation and shown on Omnibus; "The William Faulkner Story," "The Raymond Loewy Story," Tugboat" and "The Philippe Halsman Story," each averaging about 13 minutes running time. Transfilm has a part interest in the films which are the first of any of the Omnibus films offered in this way.. The TV-Radio Workshop is undecided about syndicating others made for it for the time being..... ..Conrad Nagel will serve as host, introducing films in a 26-film series of half-hour dramatic stories adapted from famous literary works, to be titled Conrad Nagel Theatre. The series, to be distributed by Guild Films, was produced by Andre Luotto Productions and was originally titled Signet Circle Theatre. The series will be available late in Sept.....The new Big Town series starting Sept 29 on CBS will have an entirely new format. It will be somewhat documentary in style, showing newspaper activities as they really are, illustrating how news is actually handled, how stories are actually assigned and covered. The dialogue will be as true as possible. Stock shots for the series were filmed at the Los Angeles Times. New leads are Mark Stevens as "Steve Wilson" and Trudie Rowe as "Lorelei."

Ezra Stone is directing the second four films in the new I Married Joan series; Don Weis had directed the first four.....Harry Tugend, producer of The Ray Milland Show, is following the system instituted by several other West Coast film producers; setting his scripts far in advance of actual shooting so if changes are necessary they don't hold up the schedule. He is working with a dozen scripts ahead of actual shooting.....One well-known Hollywood series just stopped production for a month to permit script revision, but since the shooting schedule was far ahead of requirements, nobody is affected except production staff.....The Peter Lawford series, Dear Phoebe, has six writers working on scripts: Producer Alex Gottlieb, Charles Hoffman, Ken Englund, John L. Greene, Barbara Hammer and Rip Von Ronkle.... ....Hollywood Reporter says that during the past 12 months at least 140 television film series have started or continued production in Hollywood with at least 39 more in active planning stages at present. The Reporter's current shooting chart shows 54 series in actual production. Its 140 figure can not be used to project actual total activity in a year because many series that shoot pilots and announce future plans actually never do get under way if agencies or sponsors turn thumbs down.....

When the new (1953) films in The Hunter series go on the air Sept 26, Keith Larsen will be seen as "Bart Adams," replacing Barry Nelson who made the original 13 in the series which are now in re-run.....Judy Dupuy, editor of the "TV Film Program Directory," reports that the only films used for television which so far have shown little obsolescence factor are the serials and comics for the four-to-eight year old children's group. It's also an indication that inferior quality or obvious age will doom a series as the audience becomes more critical.

NEWS & COMMENT: Lever Brothers (Lifebouy Soap, Good Luck Margarine, Pepsodent Toothpaste) will sponsor the first major Midwest regional network program beginning Sept 4. Uncle Johnny Coons, starring the juvenile favorite of the same name, will present Coons in various characterizations, in odd clothes, creating inventions that backfire on himself and narrating old silent slapstick comedies. The program will originate from WBBM-TV (CBS) and will be seen over more than 15 CBS stations in the Midwest, but because of a contractual commitment with another Chicago station, Coons will not be seen in Chicago for some time.

Polly Bergen will substitute for Dorothy Collins during the first 13 weeks when Your Hit Parade returns to NBC-TV Sept 11. Miss Collins expects a child in October..... Kenny Price, singer and guitarist, and Glenn Scott, specialist on the Hawaiian steel guitar, have been added to Crosley Broadcasting Midwestern Hayride talent staff at WLW-T(Cinn), which already has the largest group of country and western specialists in the country, except perhaps for Nashville.....Spade Cooley, now in his 7th year with KTLA(H'wood) has renewed his contract with the station again.....William Phillipson, named executive assistant to producer David O. Selznick for the Oct 24 Electric Light's Diamond Jubilee show over the inter-connected stations of all the networks, is coordinating all activies involving the nets, the producer and the ad agency, N. W. Ayer & Son.....ABC will have its third two-city network program starting Aug 30 when Creative Cookery debuts over WBKB (Chi) and is seen simultaneously over WABC-TV (NY). Last season, Bob and Ray and the Jerry Lester afternoon show were also seen over the o-and-o net, but neither got off the ground sponsor-wise. NBC, which tried Francois Pope's cooking show on its own o-and-o net last season has apparently dropped plans for other shows to be shown under the same plans, preferring to go along with its Weaver specials, the big participation shows, Today, Home and Tonight.

PERSONNEL CHANGES: Recent shifts at ABC and KABC-TV in Hollywood, included the following: Kenneth B. Craig appointed program director for the Western Division, ABC Television net. Don Quinn named general sales manager of KABC-TV. Amos T. Baron, named manager of KABC-TV, succeeding Frank G. King, resigned; Jack F. Brembeck named promotion manager of KABC-TV, succeeding John Asher. Robert E. Johnson named ABC-TV staff publicist in Hollywood, succeeding Gene DePoris, who has joined Edward R. Murrow's See It Now staff in New York.

Stanley Gilson, Jr., has joined Shaw Artists Corp, N. Y., to handle dramatic talent for TV, stage and motion pictures.....John J. Kelly named asst advertising and sales promotion manager of Westinghouse Broadcasting Co., Inc, in New York, effective Sept 1.....George L. Snyder appointed merchandising manager for WJBK (Detroit).....John J. Walsh named coordinating director of merchandising-promotion-publicity for WKRC-TV(Cinn) and WTVN-TV(Columbus). Fred Thomas was appointed publicity manager for WKRC-TV, with Helen Nugent as assistant.

TALENT SHOWSHEET AUGUST 16-22, 1954

Most of the shows on August 13, 14, 15 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, August 20. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse, The Best in Mystery, Topper.

Credits for these or any other shows unavailable at press time are on file and may be requested.

FRIDAY AUGUST 13

CHANCE OF A LIFETIME	DuM 10pm	pre-empted on this date only by All-Star Football Game

SATURDAY AUGUST 14

The Joe Palooka Story (Joe Kirkwood & Cathy Downs)	WABD 7pm	Turkey for Terry - (O) by Dean Reisner; with regulars & Nancy Evans, Reuben Wendorf, Gordon Gebert, Herv Bigran, Billy McLain, Eddie Clark, Cecil Elliott, Steve Roberts, Butch Jones, Grazia Narciso; (SD)
BEAT THE CLOCK	CBS 7:30	Bob Kennedy subs for vacationing Bud Collyer this week & next
SATURDAY NIGHT REVUE	NBC 9pm	Eddie Albert returns as host; regulars & Tom D'Andrea, Hal March; (FROM HOLLYWOOD)

SUNDAY AUGUST 15

FRONTIERS OF FAITH	NBC 1:30	The Comedian - (O) by Henri Gheon, (A) not listed; with Gene Lockhart, Jack Kelly, Darryl Hickman, Beverly Garland, Tom Browne Henry; (SD, FROM HOLLYWOOD)
COLGATE SUMMER COMEDY HOUR	NBC 8pm	Ronnie Graham (C); add: Willie Mays (baseball), Kaye Ballard (S&C), Miriam Stevenson (Miss Universe of 1955), The Chords (S), Joan Holloway (D)
TOAST OF THE TOWN	CBS 8pm	Victor Borge subs as host for Ed Sullivan; Four Lads (S), Mata & Hari (D), The Golden Mermaid, Jeanne Volk (S)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Murder on the Downbeat - (O) by Jim Beach; with Richard McMurray, Christine Linn, Boris Aplon, John Shay, John Seven
WHAT'S MY LINE? (Daly)	CBS 10:30	Fred Allen subs for Steve Allen as panelist

MONDAY AUGUST 16

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Archie the Hypnotist - with regulars & Trevor Bardette, Frank Marlowe, Allen Jenkins, Rodolfo Hayos, Jr., Renee Godfrey, Dorothy Ryan, Frank Hagney; (SW & SD)
THE VOICE OF FIRESTONE	ABC 8:30	Roberta Peters (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	The Four Joes (Kenneth Davis, Lou Tulianello, Peter Antus, Steve Antus, all S), Deborah Haley (S), Vivian Martin (S)
NBC TELEVISION RECITAL HALL	NBC 9pm	Ania Dorfmann (NET ONLY, SEEN ON WNBT SUN AUG 22, 1pm)
Public Defender (Reed Hadley)	CBS 9pm	Think No Evil - (O) by William P. Rousseay; with Marshall Bradford, Jimmy Lyden, Helen Ford, Hugh Beaumont, Marjorie Owens, Will Wright, Fritzi Dugan, Coulter Irwin, Jess Kirkpatrick, Don Kennedy; Dir by Budd Boetticher
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Invitation to Murder - (O) by James Parish, (A) by Doria Folliott; with regulars & Claudia Morgan; (SD) by Garry Simpson

MONDAY AUGUST 16 (Cont'd)
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STUDIO ONE SUMMER THEATRE	CBS 10pm	The House of Gair - (O) by Eric Linklater, (A) by Michael Dyne; with Basil Rathbone, Hurd Hatfield, Cora Witherspoon, Wesley Addy, Iola Lynn, Eva Condon; (SD) by Allen Reisner
Adolphe Menjou's Favorite Story	WNBT 10:30	The Empty Holster - (O) by Stephen Crane, (A)-(SW); with Clark Howat, Nan Leslie; (SD, COLOR)

TUESDAY AUGUST 17
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Janet Dean, R.N.	WNBT 8pm	Kennedy Case - (O) by Franz Spencer; with Charles Nolte, Dorothy Peterson, Stella Andrew, Gloria Rand, Harry Ellerby
ARTHUR MURRAY PARTY	NBC 8:30	Arnold Stang (C), Jack Norton (C), Kenny Delmar (C), Don Cornell (S), Denise Lor (S)
THE UNITED STATES STEEL HOUR	ABC 9:30	The Grand Tour - (O) by Elmer Rice, (A) by Arthur Arent; with Zachary Scott, Julie Haydon, Ruth Ford, Addison Richards, Jon Richards, John Vivyan, Helen Ray; Dir by Marc Daniels
SUSPENSE	CBS 9:30	Barn Burning - (O) by William Faulkner, (A) by Gore Vidal; with E. G. Marshall, Charles Taylor, Beatrice Straight, Peter Cookson, James Reese, Denise Morris, Frank Tweddell; (SD, LAST SHOW)
DANGER	CBS 10pm	An Angel of Clay - (O) by Palmer Thompson; with Frank Marth, Frank Campanella, Hildy Parks, Harold Stone, William Harrigan, David Clarke; (SD)
THE BLUE ANGEL (Orson Bean)	CBS 10:30	The Beachcombers (S), The Szonys (D), Jimmy Komak (C), Nancy Walker (S&C)

WEDNESDAY AUGUST 18
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Wild Bill Hickok (Guy Madison)	WABD 6pm	Faked Violence - with Don Turner, Steve Pendleton, George Lewis, Murray Alper, Gloria Talbot; (SW & SD)
RED SKELTON	CBS 8pm	Frank Sinatra (S), Cab Calloway (S&M), Georgie Tapps (D) (H'D)
KRAFT TELEVISION THEATRE	NBC 9pm	The Worried Man's Blues - (O) by George Faulkner; with Joe Maross, William Dillard, Edgar Stehli, John Shellie; (SD)
Douglas Fairbanks	WNBT 10:30	Line in the Snow - with credits to be announced

THURSDAY AUGUST 19
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MELODY TOUR	ABC 8pm	Rico Turchettie (M); add regular Peter Gladke (D)
JUSTICE (Westbrook Van Voorhis)	NBC 8:30pm	Man on the Hunt - (O) by George Bellak; with Ienka Peterson, Patrick O'Neal, Harvey Lembeck, Bruce Gordon & others; (SD)
SO YOU WANT TO LEAD A BAND	ABC 9pm	Judy Lynn & regulars
KRAFT TELEVISION THEATRE	ABC 9:30	The Shining Hour - (O) by Keith Winter, (A)-(SW); with Valerie Bettis, Richard Waring, Anne Meacham, Margaret Barker, Richard Moore; (SD)
THE TELLTALE CLUE (Anthony Ross)	CBS 10pm	The Case of the Itch to Kill - (O) by Stan Silverman; with Bethel Leslie, George Macready, Mikhail Rasumny, others; (SD)
THE MARRIAGE (Cronyn & Tandy)	NBC 10pm	regulars & Alexander Scourby, Leon Janney, Joe Curtin, others; (SW & SD, COLOR, LAST SHOW)

FRIDAY AUGUST 20
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Schlitz Playhouse	CBS 9pm	Captain in Command - (O) by Robert Dexter Neff, (A) by DeWitt Bodeen; with James Whitmore, Jeff Donnell, Donald Murphy, Lyle Talbot, Ted Stanhope, Maxine Cooper, Ann Spencer, Jesslyn Fay, William Page, Pitt Herbert; (SD) by Ted Post
THE STRANGER (Robert Carroll)	DuM 9pm	(O) by James Blumgarten; with Pat Breslin, Eric Fleming, Heywood Hale Broun, Ann Shoemaker, Jay Barney

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 13 THRU FRIDAY AUGUST 20

BREAKFAST CLUB	ABC 9am	Thu - Jack Webb
GEORGE SKINNER SHOW	WCBS 9am	M - Richard Himber (M&magic); Thu - Parker Fennelly
GARRY MOORE	CBS 10am	M - Sandor Glancz & Peggy McLean (table tennis champs); Tu - Lorrain D'Essen (Animal Talent Scouts) with "Garryl" (bear cub); Thu - Prof. Backwards (Jimmy Edmondson); F - Acromaniacs (C-acro), Russell Swan (C-magic)
A TIME TO LIVE	NBC 10:30	M thru F - add regulars: Nell Clark, John Himes, Dort Clark; (SW & SD, FROM CHICAGO)
STRIKE IT RICH(Hull)	CBS 11:30	M - Lenny Herman (M); W (9pm) - Tex McCrary, Jinx Falkenburg
TED STEELE	WOR 2:30	M thru F - Bill Darnell (S), Art Lund (M&S), Jerri Winters(S)
BOB CROSBY	CBS 3:30	M thru F - Jack Smith subs this week only for Bob Crosby
SIX O'CLOCK REPORT - NEWS	WCBS 6pm	M thru F - Bob Hite subs for vacationing Ned Calmer for 2 wks.
SIX O'CLOCK REPORT - FEATURE	WCBS 6:05	M thru F - George Skinner subs for vacationing Bill Leonard for 2 wks.
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - The Best Years - (O) by D. D. Beauchamp; with Bobby Driscoll, John Litel, Barbara Woodell, Roy Engle, Mack Williams, Bill Boyett; Dir by Bernard Girard; Thu - Short Story - (O) by Budd Lesser; with Gloria Swanson, Phillip Terry, Larry Gray, Fanny Schiller, Loyette Thompson; Dir by Edward C. Simmel
The Files of Jeffrey Jones(Don Haggerty)	WABC 6:30pm	M - Death Book - (O) by Bob Raynor; with regulars & Marjorie Lord, William Phillips, Elizabeth Root, William Boyett, Crane Whitley, Dick Elliott, Zon Murray; Dir by Lew Landers; W - Squeeze Play - (O) by Warren Douglas; with Marjorie Riordan, Brad Johnson, Bob Rose, David Gorcey, Brett King, Gale Bassett; Dir by Landers; F - One for the Money - (O) by George Bricker; with Aline Towne, William Tannen, Dick Winslow, Dick Crockett; Dir by George Blair
MAGIC COTTAGE	WABD 6:30	M thru F - Ruth White, Carl White, Wallace Acton; (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	M thru F - regulars & Nehemiah Persoff, Frank Overton, Gene Leonard; (SW & SD)
THE WORLD OF MR. SWEENEY (Charlie Ruggles)	NBC 7:30	Tu - regulars & James Holden, Ginger Brooks; W - regulars only; Thu - James Hickman, Nicholas Saunders; F - Mort Stevens; (SW & SD)

SATURDAY AUGUST 21

The Range Rider (Jack Mahoney)	WNBT 6:30	Red Jack - (O) by Joe Richardson; with regulars & Christine McIntyre, Don Harvey, Eddie Cobb, Stan Blystone; (SD)
Mr. District Attorney (David Brian)	WCBS 7pm	Jeanne Bates, Peter Adams, Harlan Warde, Alice Backes, Matt Burke, Margaret Barstow, John Deering; (SW & SD)
The Joe Palooka Story (Joe Kirkwood & Cathy Downs)	WABD 7pm	Career for Ann - (O) by Charles R. Marion; with regulars & Florence Auer, Carolee Kelly, Tom Monroe, Hal Baylor, Jan Kayne, Richard Avonde, Thomas Crawford, Danny Chang; (SD)
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Monica Lewis (S), Morey Amsterdam (C), Frank Fontaine (C), Nicholas Brothers (D), Arnauts (C)

SUNDAY AUGUST 22

PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Star in the Summer Night - (O) by Tad Mosel; with Lili Darvas, Mark Richman, Byron Russell, Katherine Squire; (SD)-Penn
THE MAN BEHIND THE BADGE	CBS 9:30	St. Louis - (O) by Max Ehrlich; with Don Briggs, Elinor Randel, Mary Alice Moore, Joseph Downing, Lorna Lynn, Philip Truex, Jerry Eskow, Peter Ostroff; (SD)
THE WEB	CBS 10pm	The Bait - (O) by Eileen & Robert Mason Pollock; with Alan Bunce, Betsy Palmer, Patrick O'Neal, Henry Lascoe, Victor Thorley, Crahan Denton, Tino Valenti

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BUS MGR: Marjorie Oxley

WEEKLY REPORT

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(23)

CBS- 7:45-8pm EDT, Mon, Wed, Fri; RETURN; Perry Como Show; from WCBS-TV(NY), 60 stations live, 12 kine. Sponsor- Liggett & Myers Tobacco Co (Chesterfield Cigarettes, L & M Filters) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred Walsh; Agcy Superv- Robert Rogers; Prog & Comm Anncr- Joel Aldred. (Chesterfield commercials, live and film; L & M commercials, film. Films are by Elliot Unger & Elliot, Robert Lawrence Productions, Volcano Productions, others). Pkgr- Cunningham & Walsh, Inc; Prod & Dir & Writer- Lee Cooley; Sets- John Root; Music Dir- Mitchell Ayres (& orch); Costumes- Virginia Marsh; Choreog- Miss Lee Morrison. Perry Como stars with a music-variety format; featuring the Ray Charles Chorus and top name guest stars. Program returns after summer hiatus which began after the June 25 program. Replacement was TV's Top Tunes, last show Aug 20.

Tuesday(24)

CBS- 10-10:30pm EDT; RETURN; Life With Father; from KNXT(H'wood), no. of stations indefinite. Alternate sponsors- Pet Milk Co (Milk products) thru Gardner Advertising Co(St. Louis); Acct Exec- Champ Humphrey; Agcy & Comm Superv & Comm Dir- Roland Martini(NY). Beginning sponsorship Sept 7, alternate weeks; S. C. Johnson & Son, Inc(Johnson's Wax & other wax products) thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- John J. Louis; Agcy Superv- Frank Pittman (H'wood). Pkgr- CBS-TV(H'wood); Prod- Fletcher Markle; Assoc Prod- Vincent McConnor; Dir- William H. Brown; Music Composer- David Raskin; Music Dir- Lud Gluskin; Editorial Advisers- Katherine Day, Howard Lindsay, Russel Crouse; Writers- Whitfield Cook, William Roberts, A. J. Russell. Return of the comedy series based on Clarence Day's stories; starring Leon Ames as Father Day and Lurene Tuttle as Mother Day; with Steven Terrell as Clarence Day, Jr.; and Malcolm Cassell, B. G. Norman, Harvey Grant, Dorothy Bernard and Marion Ross as other members of the Day family and household staff. Program returns after summer hiatus, on a new day and time. Formerly seen Sun, 7-7:30pm, last show May 16. It now replaces Danger, which moves to 9:30-10pm, replacing Suspense, which left the air after its Aug 17 program.

Wednesday(25)

NBC- 7:30-7:45pm EDT; Wed, Fri; RETURN; Coke Time Starring Eddie Fisher; from WNBT(NY), no. of stations indefinite. (Cont'd next page)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Wednesday(25)

NBC- Coke Time Starring Eddie Fisher (Cont'd from previous page): Sponsor- The Coca-Cola Co thru D'Arcy Advertising Co(NY); Acct Exec- Frank Weber; Agcy Superv- Paul Louis; Comm Superv- Marek Windheim; Comm & Prog Anncr- Ed Stokes. Pkgr- MCA(NY); Prod & Casting- Danny Welks(MCA); Dir- Herb Sussan; Music Dir- Axel Stordahl; Sets- Paul Barnes; Writer- Gordon Auchincloss. Eddie Fisher returns in his music show, with Fred Robbins as host, and guest stars. Last program before summer hiatus was June 25. Summer replacement was The World of Mr. Sweeney (Tue thru Fri), last show Aug 26.

Thursday(26)

NBC- 9-9:30pm EDT; RETURN; Dragnet, ON FILM; from WNBT(NY) & KNBH(H'wood), 75 stations net, 48 delayed. Sponsor- Liggett & Myers Tobacco Co(Chesterfield Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred H. Walsh; Agcy Superv- Norman Gort; Comm Anncrs- George Fenneman, Hal Gibney. Pkgr- Mark VII Productions(H'wood); Prod & Dir- Jack Webb; Dir of Photog- Edward Coleman; Superv Film Ed- Robert M. Leeds; Music Dir & Composer- Walter Schumann; Orchestrations- Nathan G. Scott; Writers- Jack Webb, John Robinson. Jack Webb stars as Detective Sgt. Joe Friday, with Ben Alexander as Officer Frank Smith, in dramatizations of cases from the files of the Los Angeles Police Dept. Program is first in new series after summer hiatus; re-runs as Dragnet's Best were on from June 3 thru Aug 19.

NBC- 10-11pm EDT; RETURN & NET DEBUT; Lux Video Theatre; from KNBH(H'wood), no. of stations indefinite, all live. Sponsor- Lever Brothers Co(Lux products) thru J. Walter Thompson Co(NY); Acct Exec- Robert Black; Agcy Superv- Cornwell Jackson(LA); Prog & Comm Anncr- Ken Carpenter (live and film). Pkgr- J. Walter Thompson Co(LA); Exec Prod- Cornwell Jackson; Prod- H. Calvin Kuhl; Alternate Dirs- Buzz Kulik, Richard Goode, Earl Ebi; Music Dir- Rudolph Schrager; Sets- William Craig Smith; Writer-Adapters- Sanford H. Barnett & Richard McDonagh. Adaptations of famous motion pictures, starring prominent Hollywood talent. The program originally made its debut as a half-hour program over CBS-TV on Oct 2, 1950, from New York. It switched to a Hollywood origination on Sept 3, 1953, and the last program over CBS-TV was June 24, 1954. In its new NBC spot it replaces The Marriage, which has been seen in color since it debuted July 8, 1954, Thursdays, 10-10:30pm. Second half-hour for new Lux Video Theatre time has been local time. (In New York, Foreign Intrigue moves from the 10:30 spot to Thursday, 7-7:30pm EDT). After the debut program, James Mason will be permanent host for the Lux series.

Friday(27)

DuM- 10:30-11pm; DEBUT; Time Will Tell; from WABD(NY), to the net. Sustaining. Pkgr- Adams-Davis Productions(NY); Prod- Robert Adams; Dir- Harry Coyle. Ernie Kovacs is m.c. for a new audience participation quiz show in which contestants with unusual occupations compete against time (measured by the falling sand in a five-foot hour glass) for various prizes. Program replaces Gamble On Love in this time spot. (See page 110).

Saturday(28)

NBC- 1:45-4:15pm EDT approx; DEBUT; Canadian Professional Football; from CBC relay to NBC U.S. pickup. Games will originate from Hamilton(CHCH-TV); Toronto(CBLT), Montreal(CBFT) and Ottawa(CBOT), to the NBC net. Sustaining. Pkgr- NBC-TV Sports Dept; Prod- Tom Gallery(NBC); NBC Tech Superv- Perry Smith (with CBC crew). Thirteen-game series of Eastern Big Four pro team games -- Hamilton Tiger-Cats, the Ottawa Rough Riders, the Toronto Argonauts and the Montreal Alouettes. Lindsey Nelson will handle play-by-play commentary, with Jim Crowley handling "color" and comment.

Saturday(28)

NBC- 8-8:30pm EDT; DEBUT; The Mickey Rooney Show, ON FILM; from WNBT(NY) & KNBH (H'wood), 32 stations net, 9 delayed. Alternate Sponsors- Pillsbury Mills, Inc(Cake mixes) thru Leo Burnett, Inc(Chi); Acct Exec- Joe Greeley; and Green Giant Co(Canned vegetables) thru Leo Burnett, Inc(Chi); Acct Exec- Wm. L. Diener; Pkgr- Mickey Rooney Enterprises(H'wood); Film Prod- Volcano Productions, Inc (H'wood); Prod- Joseph Santley; Dir- Leslie Martinson; Prod Superv- Dewey Starkey; Writers- John Fenton Murray, Benedict Freedman. Situation comedy series, starring Mickey Rooney as Mickey Mulligan, a page at a West Coast broadcasting company. (Working title of the series was Hey, Mulligan). Regis Toomey and Claire Carleton play Mulligan's father and mother; with Carla Balenda as his girl friend, John Hubbard as his boss and Joey Forman as Mickey's pal. Program replaces Bank on the Stars in this time spot.

Sunday(29)

CBS- 1-1:30pm EDT; SPECIAL; Little League World Series Final, ON FILM; from WCBS-TV(NY), no. of stations indefinite. Sponsor- U. S. Rubber Co(Footwear & General Products Div) thru Fletcher D. Richards, Inc(NY); Acct Exec- Fletcher D. Richards. Pkgr- CBS News & Public Affairs Dept (Sports Div); Prod & Dir- Judson Bailey; Assoc Prod- Hugh Beach. Film high spots of the finals of Little League World Series, to be held in Williamsport, Pa., the week of Aug 23, with Mel Allen narrating the program which will also include "color" on Little League Week. Commercials will be live.

CBS- 6:30-7pm EDT; RETURN; You Are There; from WCBS-TV(NY), 60 stations live, 49 kine (for Electric Companies); 65 stations live, 48 kine (Prudential). Alternate Sponsors- Electric Companies of America thru N. W. Ayer & Son, Inc(NY); Acct Exec- Dwight Van Meter; Agcy Superv- Edward R. Dunning; Comm Superv- John Caldwell; Comm Anncr- Robert E. Wright; and The Prudential Insurance Co of America thru Calkins & Holden, Inc(NY); Acct Exec- M. E. Carlock; Agcy Superv- Peter A. Krug; Comm Superv- Robert E. Tucker; Comm Anncr- Bill Shipley. Pkgr- CBS-TV(NY); Exec Prod- William Dozier; Prod- Charles W. Russell; Dir- Sidney Lumet; Sets- Bob Markell; Costumes- Mary Merrill; Casting- Robert Dale Martin(CBS Casting). Dramatizations of great historical events presented as if they were happening at the moment they are appearing on TV screens, with Walter Cronkite as principal narrator, assisted by CBS Television staff reporters. Program returns from summer hiatus which began after the June 27 program. It replaces Man of the Week in its time spot. (See page 131).

NBC- 3:30-4pm EDT; RETURN; Comment; from WNBT(NY) & WNBW(Wash), to the net. Sustaining. Pkgr- NBC News & Special Events(NY); Prods- Ann Gillis(NY) & Julian Goodman(Wash); Dir- Robert Doyle(Wash). News documentary featuring staff commentators and overseas correspondents interpreting international events. Program returns to a new day and time after three weeks. It was formerly seen Mondays, 8:30-9pm. (See page 131).

NBC- 10-10:30pm EDT; RETURN; The Loretta Young Show, ON FILM; from WNBT(NY) & KNBH(H'wood), no. of stations indefinite. Sponsor- Procter & Gamble Co (Tide) thru Benton & Bowles, Inc(NY); Acct Exec- Marshall Clark; Agcy Superv- Alan Sidnam; Prog & Comm Anncr- John Kennedy. Pkgr & Film Prod- Lewislor Enterprises, Inc(H'wood); Exec Prod- Tom Lewis; Asst Prod- J. Frank O'Neill; Dir- Justus Addiss (10 shows or more); Asst Dir- James Casey; Music Dir- Harry Lubin; Sets- James Roach; Costumes- (for Loretta Young) Helga; (others) Maria Donovan, Carey Cline; Script Ed- Ruth Roberts; Ed Superv- Joseph Dervin; Film Dir- Norbert Brodine. Loretta Young stars in half-hour dramas based on solutions to problems stated in letters. Program returns after summer hiatus which began after the June 27 program. It replaces Dollar A Second, which will move to ABC-TV, Oct 1.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Who's the Boss (Fri, 8:30-9pm EDT) Last show Aug 27. Replaced by Greatest Sports Thrills, sports films which are also seen Sat, 8:30-9pm on the net.

Smilin' Ed's Gang; RETURN Aug 21; Sat, 10:30-11am EDT; from WABC-TV(NY), no. of stations indefinite. Sponsor- Brown Shoe Co(Buster Brown Shoes) thru Leo Burnett Co., Inc(Chi); Acct Exec- O. W. Heath. Pkgr & Film Prod- Frank Ferrin Productions(H'wood); Prod-Dir-Writer- Frank Ferrin; Asst Prod- Ralph Ferrin. The late Smilin' Ed McConnell, in films made before his recent death, stars as narrator of dramatized stories of foreign lands, with additional comic episodes involving pet animals and characterizations.

CBS- Sunday News Special (Sun, 11-11:15pm EDT) Walter Cronkite becomes permanent on-camera editor, effective Aug 22.

NEW NETWORK SPONSORSHIPS

MILES LABORATORIES, INC(Alka Seltzer & One-A-Day Vitamins) thru Geoffrey Wade Advertising(Chi) will sponsor Morgan Beatty and the News over the DuMont net, Mon thru Fri, 7:15-7:30pm, beginning Sept 27, for 52 weeks.

LEWIS HOWE CO(Tums) thru Dancer-Fitzgerald-Sample, Inc(NY) will sponsor a 10-minute segment of the Imogene Coca Show over NBC-TV, Sat, 9-9:30pm, three weeks out of four, effective Oct 2, for 39 programs. Three other advertisers will alternate in sponsoring the two other 10-minute segments each week: GRIFFIN MANUFACTURING CO, INC (Shoe Polish) thru Bermingham, Castleman & Pierce, Inc(NY); JOHNSON & JOHNSON(Band-Aids & Other products) thru Young & Rubicam, Inc(NY); THE S.O.S. CO(Scouring Pads) thru McCann-Erickson, Inc(San Francisco).

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Garfield Goose and Friend; DEBUT Aug 23; Mon thru Fri, 5:30-6pm EDT (from WBKB(Chi), but ABC does not consider it a net show, but rather a local show). Sustaining. Frazier Thomas stars in a puppet fantasy co-starring a gander who thinks he is a king. No production credits available.

WNBT(Ch 4) New York - Home Gardener and Handyman; DEBUT Aug 28; Sat, 1-1:30pm EDT. Sustaining. Pkgr- WNBT; Prod- Phil Alampi; Dir- Mike Gargiulo. Phil Alampi, WNBT-WNBC farm director, and his wife Ruth, star in a new series of demonstrations of how to plant flowers, shrubs, etc., and offer information on garden care, along with interviews with guest authorities.

WBBM-TV(Ch 2) Chicago - Howard Miller Show; STATION DEBUT Aug 27; Fri, 11pm-1am CDT. First hour sponsored; second hour sustaining. Sponsor- Household Finance Corp thru Needham, Louis & Brorby, Inc(Chi). Howard Miller brings his disc jockey-interview program to a new station. He had formerly been featured over WNBQ(Chi).

KNXT(Ch 2) Los Angeles - The Big News; DEBUT Aug 23; Mon thru Fri, 11-11:30pm PDT. Sponsors- Mon, Wed, Fri, 11-11:15pm- Longines Wittnauer Watch Co thru Victor A. Bennett Co(NY); Tue & Thu (eff Sept 14) 11-11:15pm- Mastic Tile Corp(Matico Tile) thru S. R. Leon Co(NY). Pkgr & Prod- KNXT News; Dir- Dan Gingold. Four news specialists are presented each evening: William Kennedy with latest world and local news, Bill Stout will present little-known facts behind headline stories in "special assignment," Gil Stratton will present the latest sports news and Austin Green will close with the weather. The program is an expansion of KNXT Late News and also takes over the time of Chronoscope, which moves to Sun, 3-3:15pm (on kine).

FILM DIGEST: Jerry Stagg has been named associate producer for Hal Roach, Jr., on the new Passport to Danger series, starring Cesar Romero, scheduled to roll Sept 15 in Hollywood..... Jerry Sackheim has been named assistant to Leon Fromkess, exec producer for Television Programs of America, in charge of stories and writers. Sackheim had been story editor for Norwin Productions which produced the Ellery Queen series for TPA.....Jerry Robinson is producing the pilot for the Man Behind the Badge film series at American National Studios in Hollywood. .....Burns & Allen's McCadden Productions firm will produce a series based on the Craig Rice mysteries, starting some time in the fall. Burns acquired the rights to the stories, with the former holders, Tony London and Sam Neuman, named as producers.....Emanuel Demby has completed the first of 15 scheduled films in his Hollywood to Broadway series in New York, with a total of 52 planned for the first year. John Conte is m.c. The Broadway segments of the first 15 are completed, with the Hollywood sections to be added.....Official Films will handle Canadian distribution of Jack Chertok's Private Secretary series, Roland Reed's Trouble With Father (Stu Erwin) and is also pushing its own Secret File, USA (Robert Alda) series north of the border. The latter has just been sold to Ohio Oil Co thru N. W. Ayer & Son for 12 Midwestern markets, bringing the total market sales up to 48, with the first air presentation scheduled for Sept 1.

The George Burns and Gracie Allen program to be presented in color on Oct 4 over the CBS net, went into production Aug 18. Other film series to get the color highlight treatment will be announced periodically.....I Married Joan writers group will include Hugh Wedlock and Howard Snyder, joining Phil Sharp and Jesse Goldstein.....Transfilm Inc, New York film commercials producer, reports that for the first six months of 1954 its production is running 51 per cent ahead of the comparable period for 1953, with much of the growth represented by increased emphasis on animation. Transfilm recently added a 3,000-pound, $30,000 animation stand to its equipment for the production of public relations and non-theatrical films as well as commercials.....WTTG(Wash) is pushing AD-I-Mations, ten-second "catch-phrase" animated commercials, which can be strung together and supported with other slides or films to make a full commercial announcement. The specials are created by Richard H. Ullman, Inc, Buffalo, NY, and are offered to stations on an exclusive local basis. WTTG is demonstrating them for local advertisers via station promotional announcements.

KING-TV(Seattle) originated the first motion picture program in color West of the Rockies on Aug 13, 14. The program included scenes of Seattle and the feature film "Alice in Wonderland," both shown Friday evening and repeated Saturday morning. The station used an Eastman Kodak 16mm continuous motion color TV projector, a prototype developed with GE, and will use it for regular programming with GE flying spot scanner equipment. The station has also announced that it will telecast color featurettes and cartoons on afternoon children's programs on a daily basis soon, as well as some feature films in color during evenings to be announced.

NEWS & COMMENT: Harry Richman will star in his own half-hour TV show over KTTV(LA), starting in late September. Sam Howard and Leo Turtledove will produce the series which will feature Richman singing some of the tunes he made famous and recalling other memories of his starring days on Broadway, as well as singing current pop tunes.....Robert Adams is now partnered with Donald A. Davis, former West Coaster, in Adams-Davis Productions, 18 East 50th, New York (PL 9-7979). Adams is not connected with Rockhill Productions as had been reported in connection with one of his packages. .....Crosley Broadcasting went to the unusual step in issuing a press release saying that vocalist Patti O'Hara is no longer on the WLW stations' staff as her talent contract was not renewed in Cincinnati.....Jerry Danzig has joined ABC in New York to head the production unit for a special Sept 11 pre-football season telecast. Danzig has most recently been with Worthington Miner Productions, but earlier this year he had ended a six-year relationship with CBS, winding up his tenure as a major producer and last as a color program producer and supervisor.....ABC has also announced the appointment of Matt Harlib as a staff director, with his first two assignments to be Stop the Music beginning Sept 7 and the Packard Program star-Martha Wright returning Sept 12.....Goodson-Todman has completed script buying for The Web with the show going off the air Sept 26..... Martin and Lewis will open the 1954-1955 Colgate Comedy Hour on Sept 19 in the first of the five shows scheduled for the team during the year.

There were 30,717,000 television sets in use in the U. S. as of July 1, according to the monthly estimate released by Hugh M. Beville, Jr., NBC director of research.....NBC special press release stationery for two groups of its coming spectaculars is headed, "A Max Liebman Production," printed red on black. It's probably the first time in TV history that a net has so honored a producer.....WTVJ(Miami) has released the results of an informal survey of the commission payment practices of six leading stations (including WTVJ) in markets of 250,000 or more population. While all stations pay commissions on time charges, three of the stations reported that they pay agency commission on live studio charges, but three do not. Two stations pay agency commission on news services; four do not. Two stations pay their national reps a commission on remote charges; three do not. One station pays its national rep a commission on photographic services; four do not.

PERSONNEL CHANGES: Sig Mickelson appointed vice president of the Columbia Broadcasting System, Inc., in charge of CBS News and Public Affairs, with both departments of CBS Radio and CBS Television now combined in one unit. Following the consolidation, Edward P. Morgan was named Director of News; Irving Gitlin, Director of Public Affairs, and Elmer Lower, director of special projects.....Edward P. Shurick appointed national director of station relations for the CBS Television net.....Craig Lawrence appointed to fill the new post of director of station administration of CBS Television. Sam Cook Digges was named general manager of WCBS-TV, succeeding Lawrence in that post.

TALENT SHOWSHEET AUGUST 23-29, 1954

Most of the shows on August 20, 21, 22 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, August 27. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse, The Best in Mystery, Topper.

FRIDAY AUGUST 20

THE STRANGER (Robert Carroll)	DuM 9pm	(O) by James Blumgarten; with Pat Breslin, Eric Fleming, Heywood Hale Broun, Ann Shoemaker, Jay Barney; add: Basil Howes; (SD)

SATURDAY AUGUST 21

CAMERA THREE	WCBS 2pm	Royal Dano, Thomas Scott (S), Michael Kane

SUNDAY AUGUST 22

FRONTIERS OF FAITH	NBC 1:30	Dr. Faustus - (O) by Christopher Marlowe; with Anthony Messuri, James Millhollin, Frank Blair; (SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Eartha Kitt (S), Janis Paige (S), John Raitt (S), the Andrea Dancers, the Bogdadis (acro), Miss Malta & Co. (dog) (COLOR)
COLGATE SUMMER COMEDY HOUR	NBC 8pm	Margaret Whiting (S), Dick Contino (M), Gene Sheldon (C), Alan King (C), the Hamilton Trio (D) (FROM HOLLYWOOD)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Portrait of Death -(O) by Lewis Scott; with John Seven subbing for vacationing Roscoe Karns; Court Benson, Mitchell Agruss, Margaret O'Neill, Jayne Heller, Hal Holbrooke; (SD)
BREAK THE BANK	ABC 10pm	Bill Cullen subs as guest MC while Bert Parks vacations for 3 weeks

MONDAY AUGUST 23

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Honesty is the Best Policy - with regulars & Elvia Allman, John Doucette, Lillian Culver, Grace Hayle, Jack Lomas;(SW,D)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Jack Rogers (M), Miles Nekolny (S), Jeanne Castle (S)
THE VOICE OF FIRESTONE	ABC 8:30	Virginia Haskins (S), Eugene Conley (S)
Public Defender (Reed Hadley)	CBS 9pm	Little Egypt - (O) by John Tucker Battle; with Marie Windsor, Jimmy Gleason, Jeri Lou James; (SD)
ROBERT MONTGOMERY	NBC 9:30	Personal Story - (O) by Theodore & Mathilde Ferro; with regulars; (SD) by Norman Felton
STUDIO ONE SUMMER THEATRE	CBS 10pm	Experiment Perilous - (O) by Stanley J. Weinbaum, (A) by Mel Goldberg; with Constance Ford, Augusta Dabney, Philip Bourneuf, Stefan Olsen, Kathleen Phelan; Dir by Mel Ferber
Adolphe Menjou's Favorite Story	WNBT 10:30	Sudden Impulse - (O) by Walt Whitman, (A)-(SW); with Marshall Thompson, Gloria Jean, William Hudson, Helen Spring, Michael Whalen, Gayne Whitman; (SD)

TUESDAY AUGUST 24

Janet Dean, R. N. (Ella Raines)	WNBT 8pm	Coleman Case - (O) by Max Wilk; with Bethel Leslie, Sara Seegar, Frank Overton, Isobel Elsom, June Walker; (SD)
ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 8:30	Johnnie Ray (S), Jonathan Lucas (D), Jackie Miles (C)

TUESDAY AUGUST 24 (Cont'd)

CENTER STAGE	ABC 9:30	The Worthy Opponent - (O) by Rod Serling; with Charles Coburn, Thomas Gomez, Charles Aidman, Phyllis Love, Parker Fennelly, George Mitchell, Joe Sweeney, Leona Powers, Lucille Calvert
DANGER	CBS 9:30	One Day's Pay - (O) by Norman B. Ferber, (A) by Robert Shaw; with James Daly, Elspeth Eric, Jacqueline Susann, Geoffrey Bryant, Byron Evans; (SD) (SWITCHES TO 9:30 spot THIS SHOW)
LIFE WITH FATHER	CBS 10pm	(O) by William Roberts; with regulars Leon Ames, Lurene Tuttle, Steven Terrell, Malcolm Cassell, B. G. Norman, Harvey Grant, Dorothy Bernard; (SD, FROM HOLLYWOOD, PREMIERE)
THE BLUE ANGEL (Orson Bean)	CBS 10:30	Charlotte Rae (S&C), Mr. Ballantine (C-magic), Becker & James (D), Felicia Sanders (S)

WEDNESDAY AUGUST 25

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Faked Violence - with Don Turner, Steve Pendleton, George Lewis, Murray Alper, Gloria Talbot; (SW & SD)
RED SKELTON	CBS 8pm	Helen Traubel (S), Los Chavales de Espana (S&M) (FROM H'WOOD)
KRAFT TELEVISION THEATRE	NBC 9pm	Short Story - (O) by Robert Morley, (A)-(SW); with Murray Matheson, Carmen Mathews, Gaby Rodgers, Eva Leonard-Boyne, Nicholas Joy; (SD)
Douglas Fairbanks	WNBT 10:30	One Way Ticket - credits not available at press time

THURSDAY AUGUST 26

MELODY TOUR (Stan Freeman)	ABC 8pm	regulars & Diana Drake (S), The Toppers (S), Jonathan Lucas & Dorothy Etheridge (D), Peter Gladke (D)
JUSTICE	NBC 8:30	The Fugitive - (O) by Everard Meade; with Lamont Johnson, Roberta MacDonald, Lilia Skala, Bert Freed, Richard Bishop, Joe Helgeson, Ward Costello; (SD)
SO YOU WANT TO LEAD A BAND	ABC 9pm	Felicia Sanders (S)
KRAFT TELEVISION THEATRE	ABC 9:30	Uncle Harry - (O) by Thomas Job, (A)-(SW); with Art Carney, Mildred Dunnock, Zamah Cunningham, Sally Gracie, Herbert Rudley, Mildred Clinton, Janet Fox; Prod & (SD) by Stanley Quinn
LUX VIDEO THEATRE (James Mason)	NBC 10pm	To Each His Own - from Paramount film original by Charles Brackett, screenplay by Brackett & Jacques Thery; TV (A) by Sanford Barnett & Richard McDonagh; with Dorothy McGuire, Herb Butterfield, Edward Ashley, Gene Barry, Mary Anderson; (SD) by Buzz Kulik (FROM H'WOOD, PREMIERE NEW SERIES)
THE TELLTALE CLUE (Anthony Ross)	CBS 10pm	The Case of the Booby Trap - (O) by Edgar Vox (Gore Vidal); cast to be announced; (SD)

FRIDAY AUGUST 27

THE STRANGER (Robert Carroll)	DuM 9pm	(O) by Michael Brook; with Frederick Tozere, Dana Wynter, Charles Andre, Yolande Guerard, Gene Leonard; (SD)
Schlitz Playhouse	CBS 9pm	Hemmed In - (O) by Jacqueline De Wit & DeWitt Bodeen; with Richard Carlson, Jean Byron, Kathryn Givney, Ralph Neff, Gil Herman, William Pullen, Ray Montgomery, John Alvin, Robert Griffin, Ted Stanhope; (SD) by Roy Kellino

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 20 THROUGH FRIDAY AUGUST 27

GEORGE SKINNER	WCBS 9am	Tu - John Henry Faulk
GARRY MOORE (& Durward Kirby)	CBS 10am	M - Lorrain D'Essen (Animal Talent Scouts), W - Ray McKinley (M); F - Albenice (magician), Ferrante & Teicher (M); M thru F - Isobel Robins & Larry Grayson sub for Lor & Carson
HOME	NBC 11am	F (8/27) - Ruth Chatterton
ART LINKLETTER'S HOUSE PARTY	CBS 2:30	M thru F - Jack Slattery subs for vacationing Linkletter for 6 wks (FROM HOLLYWOOD)

Crown Theatre - Gloria Swanson	WABC 6pm	Tu - Thank You Mr. Finch - (O) by David Lang, (A) by Walter Doniger; with John Litel, Virginia Brissac, Dorothy Adams, Burt Mustin, Harris Brown, Al Murphy, Marjorie Bennett, Don Gibson, Tony D'Mario, Michael Mark; Dir by Bernard Girard; Thu - The Host - (O) by Herb Dalmas, (A) by Jackson Stanley & Carl Leo Gass; with Irving Bacon, Kitty McHugh, Edwin Max Dir by Bernard Girard
MAGIC COTTAGE	WABD 6:30	M thru F - Al Ramsen, Dolores Sutton, Vince O'Brien; (SW&SD)
Col. March of Scotland Yard (Boris Karloff)	WABC	Tu (6pm) - The Case of the Lively Ghost - with Virginia Downing, Genine Graham, Tristan Rawson, Tony Wright, Dulcie Bowman; W (10pm) - Death in the Dressing Room - cast list not available
The Files of Jeffrey Jones (Don Haggerty)	WABC 6:30	M - One for the Money - (O) by George Bricker; with regulars & Aline Towne, William Tannen, Dick Winslow, Dick Crockett; (SD) by George Blair; W - The Blind Buddha - (O) by George Bricker; with Keye Luke, Noel Toy, Howard Chuman, George Lee, Bob Lee, George Eldridge; Dir by Lew Landers; F - Pigeon Hunt - (O) by Dwight Babcock; with regulars & Alix Talton, Lyle Talbot, John Close, Henry Kulky, Frank Marlowe, Robert Osterloh, Frank Jares; Dir by Lew Landers
THE WORLD OF MR. SWEENEY	NBC 7:30	Tu - regulars & Grace Keddy, Carol Veazie; Thu - Walter Kinsella; (SW & SD, LAST SHOW OF SEASON)
PERRY COMO	CBS 7:45	F (8/27) - The Crewcuts (S)

SATURDAY AUGUST 28

Range Rider (Jack Mahoney)	WNBT 6:30	The Fatal Bullet - (O) by J. Benton Cheney; with regulars & Lois Hall, Sandy Sanders, John Parrish, Tom London, James Griffith, Michael Ragan, Mickey Simpson, Ed Dearing, Bob Woodward; (SD)
The Joe Palooka Story (Joe Kirkwood & Cathy Downs)	WABD 7pm	A Date for Murder - (O) by Charles R. Marion & Dean Reisner; with regulars & Mickey Simpson, Robert Lowery, Nancy Evans, Lee Erickson
Mr. District Attorney (David Brian)	WCBS 7pm	George Brand, Dann Morton, Richard Beach, Wesley Hudman, Michael Hale; (SW & SD)
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Vaughn Monroe (S&M), Roger Ray (C), Artie Dann (C), Bud & Cece Robinson (D)

SUNDAY AUGUST 29

YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Treason of Aaron Burr - (O) by Jeremy Daniel; with Richard Waring, Arthur O'Connell, Larry Gates, Cameron Prudhomme Ray Walston, Robert Emhardt, Lawrence Fletcher; (SD) by Sidney Lumet (PREMIERE OF FALL SERIES)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Eddie Fisher (S), American Legion Zouaves from Michigan, Joyce's Camels (animal act), others to be announced
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	The Power of Suggestion - (O) by David Shaw; with Phyllis Kirk, Don DeFore, Neva Patterson, Murray Hamilton; (SD) by Delbert Mann
THE MAN BEHIND THE BADGE	CBS 9:30	(O) by David Harmon; with Herb Nelson, Bill Grey, Gloria Marlowe, Allan Stevenson, Crahan Denton, Sid Paul, Sydney Smith, Steve Gethers; (SD)
The Loretta Young Show	NBC 10pm	Guest in the Night - (O) by Jack & Luci Natteford; with Loretta Young, Hugh O'Brian, Earl Roby, Frank Kumagai, Lumsden Hare, James Flavin, Phil Tead; (SD, PREMIERE, FALL SERIES)
THE WEB	CBS 10pm	The House - (O) by Art Wallace; with Charles Dingle, Joanna Roos, Marian Russell, Jamie Smith, Nelson Olmsted, George Eveling; (SD) by Herb Hirschman

Ross Reports ON TELEVISION

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(30)

ABC- 11-11:55am EDT, Mon thru Fri; NET DEBUT & RETURN; Creative Cookery; from WBKB(Chi), to WABC-TV(NY). Sustaining. Pkgr- ABC-TV(Chi); Prod- Francois Pope; Dir- Grover J. Allen. Francois Pope creates dishes of various types for every occasion, based on international and domestic recipes; assisted on camera by his sons, Frank, Jr., and Bob. The program originally made a Chicago local debut in June 1951 over WBKB(then an independent on Ch 4), moved to WNBQ(NBC) in March, 1953, and was shown over the NBC o-and-o net in a Saturday morning version between Oct 3, 1953 and March 27, 1954. The Pope family operates the Antoinette Pope School of Fancy Cookery in Chicago.

POOL- 12-12:30pm EDT; SPECIAL; Eisenhower Address to American Legion; from WTOP-TV(CBS originated pool), to the nets (NBC live, 12-12:30pm; ABC kine, 9-9:30pm; DuM live, 12-12:30pm. Sustaining. Pkgr(pool)- CBS News; Superv Prod- Ted Ayres(CBS-Wash). President Eisenhower's address to the American Legion Convention in Washington, at the National Guard Armory. Arthur Connell, Legion national commander, will introduce the President.

NBC- 3-3:15pm EDT; DEBUT; The Greatest Gift; from WPTZ(Phila), to the net. Sustaining. Pkgr- Adrian Samish(NY); Prod- Al Morrison(Samish); Dir- Joe Behar (WPTZ); Writer- James Cavanagh; Casting- Al Morrison(Samish). The story of a woman doctor who meets the prejudices all women must face in the field of medicine; starring Anne Burr as Dr. Eve Allen, with Joe Draper, Henry Barnard and others. Program replaces One Man's Family in this time spot, with the latter moving to 3:30-3:45pm (See Other Net Changes for NBC schedule changes).

Tuesday(31)

CBS- 7:45-8pm EDT; RETURN; Jo Stafford Show; from KNXT(H'wood), 65 stations live, 18 kine. Sponsor- The Gold Seal Co (Glass Wax & Snowy Bleach) thru Campbell-Mithun, Inc(Minn). Pkgr- CBS-TV(H'wood); Prods & Dirs & Writers- Paul Harrison, Berni (cq) Gould; Music Dir- Paul Weston. Music-variety, starring singer Jo Stafford, with The Starlighters vocal group. Program returns after summer hiatus which began after the June 29 program. Replacement was Summer Holiday, last show Aug 24 (Thursday segment of latter is separate).

THIS WEEK(More)

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Tuesday(31)

CBS- 10:30-11pm EDT; RETURN; See It Now, LIVE & FILM; from WCBS-TV(NY), 48 stations live, 4 kine. Sponsor- Aluminum Co of America (Aluminum products) thru Fuller & Smith & Ross, Inc(NY); Acct Exec- Burt Schellenbach; Agcy Superv- Gilbert Morris; Comm Superv & Dir- Byron McKinney; Comm Anncr- not set at press time. Pkgr- CBS-TV(NY); Prods & Eds- Edward R. Murrow & Fred W. Friendly; TV Dir- Don Hewitt. Edward R. Murrow returns with his interpretive reports of news backgrounds. Program returns after summer hiatus, last show June 29. Replacement was The Blue Angel, last show Aug 24.

NBC- 7:30-7:45pm EDT, Tue & Thu; DEBUT; The Vaughn Monroe Show; from WNBT(NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod- Bill Stuart; Dir- Craig Allen; Music Dir- Richard Hayman. Vaughn Monroe stars as a vocalist, for five weeks, with the Tunesters vocal group, backed by Richard Hayman's orchestra. Program replaces two segments of The World of Mr. Sweeney, last show Aug 26. The program will be onthru Sept 30, after which the Dinah Shore Show returns from summer hiatus.

NBC- 9-9:30pm EDT; RETURN; Fireside Theatre, ON FILM; from WNBT(NY) & KNBH(H'd); no. of stations indefinite. Sponsor- Procter & Gamble Co (Crisco & Ivory Soap) thru Compton Advertising, Inc(NY); Acct Execs- Reginald Bankart(Crisco) & Allen Flouton(Ivory); Agcy Superv- James Seaborne(H'wood). Pkgr- Procter & Gamble Co; Film Prod- Frank Wisbar Productions, Inc; Prod & Dir- Frank Wisbar; Assoc Prod- Sidney Smith; Superv Ed- Holbrook N. Todd; Dir of Photog- Benjamin H. Kline; Script Ed- Joyce Cook at Wisbar; Asst Dir- Maurice Vaccarino; Casting- James Broderick(Wisbar). Drama series returns for its sixth season, with Gene Raymond as host for the series, as well as star in several of the films. Program is first in the new series after summer hiatus. Re-runs, as Summer Playhouse, with Nelson Case as host, since July 6.

NBC- 9:30-10pm EDT; RETURN; Armstrong's Circle Theatre; from WNBT(NY), no. of stations indefinite. Sponsor- The Armstrong Cork Co (All products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Paul Markman; Agcy Superv- Ralph Nelson; Comm Superv- Norman Cary; Comm Dir- Mike Case(NBC). Pkgr- Talent Associates Ltd(NY); Prod- Ralph Nelson; Assoc Prod- Robert Costello; Dir- William Corrigan; Sets- Ben Edwards; Script Ed- Jacqueline Babbin(TA); Writers- Various; Casting- Ethel Winant(TA). Return of the live drama series, designed for an adult family audience, with a wide range of themes. Returns after summer hiatus, last show May 25. Replacement was Top Plays of '54, re-run films, last show Aug 24.

Wednesday(Sept 1)

NBC- 8:30-9pm EDT; RETURN; My Little Margie, ON FILM; from WNBT(NY) & KNBH(H'd), no. of stations indefinite. Sponsor- Scott Paper Co (All products) thru J. Walter Thompson Co(NY); Acct Exec- Kelsey Denton. Pkgr & Film Prod- Hal Roach, Jr.-Roland Reed Productions(H'wood); Prods- Hal Roach, Jr & Roland Reed; Dir- Hal Yates; Writers- Frank Fox, George Carleton Brown. Gale Storm and Charles Farrell star in the returning situation comedy series; with Clarence Kolb, Gertrude Hoffman, Don Hayden, others. Program is first in new series after summer hiatus. Re-runs of previous films, since July 14.

Thursday(Sept 2)

CBS- 8-8:15pm EDT; SPECIAL; Judge Harold Medina; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS News. Judge Harold R. Medina presents the case against radio and television coverage of the Senate committee hearings on the conduct of Sen. Joseph R. McCarthy. Judge Medina's talk will be the answer to the CBS Editorial delivered by CBS president Dr. Frank Stanton on Aug 26 in the same time period (See Other Net Changes).

Thursday(Sept 2)

CBS- 10:30-11pm EDT; NET DEBUT & RETURN; Name That Tune; from WCBS-TV(NY), 44 stations live, 24 kine (Carter); 75 stations live, 53 kine (Whitehall). Alternate Sponsors- 1) Whitehall Pharmacal Co (Div of American Home Products Corp (Anacin & other products) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- Herbert Vitriol; Agcy Superv- Heagan Bayless. 2) Carter Products, Inc (Arrid primarily, also Little Liver Pills, Rise, Nair) thru SSC&B(NY); Acct Exec- W. Lee Abbott; Agcy Superv- Barrett Welch. Pkgr- CBS-TV with Harry Salter; Exec Prod- Art Stark; Creator & Prod- Harry Salter; Dir- Perry Lafferty; Music Dir- Harry Salter (orch dir by Ted Rath). Audience participation musical quiz with Bill Cullen as quizmaster, featuring vocalist Vicki Mills with Harry Salter's orchestra. Program originally made its debut over NBC-TV on July 6, 1953 and went off June 14, 1954. In its new spot it replaces Place the Face.

Friday(Sept 3)

CBS- 8-8:30pm EDT; RETURN; Mama; from WCBS-TV(NY), 47 stations live, 5 kine. Sponsor- General Foods Corp (Maxwell House Coffee, Grape Nuts, Grape Nuts Flakes) thru Benton & Bowles, Inc(NY); Acct Execs- Harry Warren(Maxwell House); George Brown(Grape Nuts); Agcy Superv- Tom McDermott; Comm Superv- Ralph Butler; Comm Anncr- Alun Williams. Pkgr & Prod- Carol Irwin; Dir- Ralph Nelson; Casting- Doris Quinlan(at Irwin). Return of the situation comedy series based on Kathryn Forbes' novel "Mama's Bank Account"; starring Peggy Wood in the title role, with Judson Laire, Rosemary Rice, Dick Van Patten, Robin Morgan, Ruth Gates, Alice Frost. Last show before summer hiatus was July 2. Summer replacement was Pantomime Quiz, last show August 27.

CBS- 10:30-11pm EDT; RETURN; Person to Person; from WCBS-TV(NY), 37 stations live (Amoco); 19 live (Hamm); 51 live(Noxzema). Alternate Sponsors- 1) East: American Oil Co (AMOCO) thru The Joseph Katz Co(Balt). Midwest: Theo Hamm Brewing Co (Beer) thru Campbell-Mithun, Inc(Minn). Los Angeles(KNXT) only: Santa Fe Railway System thru Leo Burnett, Inc(H'wood). 2) National, except LA, alternate week: Noxzema Chemical Co (All products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY). Pkgr- CBS-TV(NY); Prods- Edward R. Murrow, John Aaron, Jesse Zousmer; Dir- Franklin Schaffner; Remote Dirs- Robert Sammon, Charles N. Hill; Ed Associates- David Moore, John Horn. Edward R. Murrow chats informally with prominent people around the country, two on each program. Celebrities are visited in their homes by remote cameras, with Murrow conducting the interview by means of telephone and TV. Program returns from summer hiatus, last show July 2. Summer replacement was It's News to Me, last show Aug 27.

NBC- 10-10:45pm EDT; RETURN; Cavalcade of Sports; from WNBT(NY), 115 stations live. Sponsor- Gillette Safety Razor Co, Div of The Gillette Co thru Maxon, Inc(Detroit); Acct Exec- Mr. Searle Hendee. Pkgr- International Boxing Club with NBC-TV; Prod- William Garden(NBC); Dir- Jack Mills, Jack Dillon. Jimmy Powers announces big-name boxing bouts, mainly from Madison Square Garden, NY. Program returns from summer hiatus, last show June 25 (a one-time special was shown on Aug 20). Summer replacement was a half-hour filmed sports review presented under the same program title, last show Aug 27.

Saturday(Sept 4)

ABC- 11-11:30am EDT; RETURN; Space Patrol; from KABC-TV(H'wood), no. of stations indefinite. Alternate Sponsors- 1) The Nestle Co, Inc(EverReady Cocoa & Chocolate bars) thru Cecil & Presbrey, Inc(NY); Acct Exec- John Beresford; Agcy Superv- Riley Jackson(H'wood). 2) Ralston Purina Co (Cereals) thru Gardner Advertising Co(St. Louis); Acct Exec- George Shields. Pkgr- Space Patrol Enterprises(H'wood); Prod- Helen Moser; Dir- Dik Darley; Writer- Norman Jolley. Science fiction adventures with Ed Kemmer as Commander Corry, Lynn Osborn as Cadet Happy, Ken Mayer as Major Robertson. Program returns after summer hiatus, last show July 3.

Saturday(Sept 4)

CBS- 11-11:30am EDT; DEBUT; Captain Midnight, ON FILM; from WCBS-TV(NY), no. of stations indefinite. Alternate Sponsors- 1) The Wander Co (Ovaltine) thru Tatham-Laird, Inc(Chi); Acct Exec- Arthur E. Tatham. 2) General Mills, Inc(Kix) thru Tatham-Laird, Inc; Acct Exec- Walter Anderson. Pkgr & Film Prod- Screen Gems, Inc(H'wood); Exec Prod- Fred Briskin; Prod- George Bilson; Dir- D. Ross Lederman. Richard Webb stars as Captain Midnight, in this film series for boys and girls; with Sid Melton as Ikky and Olan Soule as Tut. Midnight is a private citizen who devotes his time to fighting forces menacing the American way of life. This is a completely new series produced this year. A previous series, spot-sponsored by the Wander Co,used a character intro to edited motion picture serials.

CBS- 1:30-2pm EDT; DEBUT; Uncle Johnny Coons; from WBBM-TV(Chi), to 15 stations, Midwestern regional net, except WBBM-TV. Sponsor- Lever Brothers Co: (Pepsodent) thru McCann-Erickson, Inc(NY); Acct Exec- Albert J. Roby, Jr; Agcy Superv- Robert Brewster(Chi). (Good Luck Margarine) thru Hewitt, Ogilvy, Benson & Mather, Inc(NY); Acct Exec- H. W. Warden. (Lifebuoy Soap) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Joseph Hardie. Pkgr- C-N-C Productions(Chi); Prod & Dir- James Greene; Writers- Bill Newton, Ray Chan. Johnny Coons appears in various costumes, provides narration for slapstick comedies and creates non-operating inventions and other comedy concoctions.

NBC- 7:30-8pm EDT; RETURN; Ethel and Albert; from WNBT(NY), no. of stations indefinite. Sponsor- The Sunbeam Corp (Electric Shavers, Kitchen Appliances) thru Perrin-Paus Co(Chi); Acct Exec- Earl R. Perrin. Pkgr- Peg Lynch; Prod- Thomas Loeb; Dir- Walter Hart; Writer- Peg Lynch. Situation comedy involving a happily married couple and their domestic life, starring Peg Lynch and Alan Bunce. Last show before summer hiatus was May 29, with kine re-runs thru July 3. Replacement program since then has been Youth Wants to Know which goes to Sunday, 1-1:30pm, effective Sept 5.

Sunday(Sept 5)

ABC- 9-9:15pm EDT; RETURN; Walter Winchell; from WABC-TV(NY), 29 stations live, 7 hot kine. Alternate Sponsors- Gruen Watch Co and American Safety Razor Corp (Gem) both thru McCann-Erickson, Inc(NY); Acct Superv- George Bliss(Gem), James Clyde(Gruen). Pkgr & Prod- ABC-TV News & Special Events; Dir- Marshall Diskin. Walter Winchell returns with his simulcast news commentary and gossip; occasional top name guests. Returns after summer hiatus, last show July 4. Replacement program for same sponsors has been Bob Considine, last show Aug 29.

NBC- 2-4:30pm EDT; also Mon, Sept 6; 2-5pm EDT; SPECIAL; National Singles Tennis Championship; from WNBT(NY), to the net. Sustaining. Pkgr- NBC Public Affairs; Prod- William Garden (remote crew). Former tennis star Jack Kramer and sportscaster Bud Palmer cover the semi-finals on Sunday and the finals on Monday of the national singles tennis championships at Forest Hills, N. Y.

NBC- 5-6pm EDT, one Sunday out of four, 5-5:30pm EDT, three Sundays; RETURN; Hallmark Hall of Fame; from KNBH(H'wood), 37 stations live, 7 kine. Sponsor- Hall Brothers, Inc (Hallmark Greeting Cards) thru Foote, Cone & Belding(Chi); Acct Exec- Duane Bogie; Agcy Superv- Ed Cashman(H'wood). Pkgr- NBC-TV; Prod & Dir- Albert McCleery(NBC H;wood); Script Ed- Ethel Frank(NBC, NY); Writers- Various; Music Dir- Jules Seidman; Costumes- Grady Hunt; Set Consult- Spencer Davies. Presentations of originals and classic dramas. Last program before summer hiatus was July 4. Summer replacement was Out on the Farm, last show Aug 29.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Juvenile Jury (Tue, 8:30-9pm EDT) Mike Oppenheimer now superviser, replacing Ann Lawton.

CBS Editorial, Dr. Frank Stanton; SPECIAL Aug 26; Thu, 8-8:15pm EDT, one time. Sustaining. Pkgr- CBS News. Dr. Stanton, president of CBS, explained to viewers why the network feels that the Senate hearings concerning Sen. Joseph R. McCarthy should be opened to broadcasting media. (See, Judge Medina, page 141).

Winky Dink and You (Sun, 12noon-12:30pm EDT) New time, effective Sept 5. Production staff changes: Robert Noah, now producer & writer; replaced Jack Farren as producer. Rai Purdy now director, succeeding Ken Whelan.

NBC- New afternoon daytime schedule, effective Aug 30: 3-3:15pm, The Greatest Gift (See page 140); 3:15-3:30pm, Golden Windows (same position); 3:30-3:45pm, One Man's Family (was First Love, see below); 3:45-4pm, Concerning Miss Marlowe (same position); 4-4:15pm, Hawkins Falls (same position); 4:15-4:30pm, First Love (replaces Bride & Groom which goes off the air. First Love is now sponsored Mon, Wed, Fri by The Andrew Jergens Co thru Robert W. Orr Assoc, Inc(NY); Acct Exec- Allyn Edwards. With change in time program moves to NY, with new director, John Goetz).

Walter Kiernan's Sports Corner (Fri, approx 10:45-11pm EDT) New title and time for former Greatest Moments in Sports, following Cavalcade of Sports fights.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Morey Amsterdam Show; STATION DEBUT Aug 30; Mon thru Fri, 12:30-1:30pm EDT. Sustaining. Pkgr- Gross-Baer Productions(NY); Prod- Arnold Peyser; Dir- John Paul Jones. Comedian Morey Amsterdam stars in a comedy-variety show, with Milton DeLugg and his orchestra and vocalist Francie Lane. Program also features interviews with celebrities. The program, with the same featured performers has previously been a daily feature over WNBT. (The Ern Westmore Show moves to 10-10:30am; Nancy Craig Time moves to 10:30-11am).

WNBT(Ch 4) New York - Guy Lombardo Show; RETURN Sept 3; Fri, 7-7:30pm EDT. Sponsor- Lincoln-Mercury Dealers of New York thru Kenyon & Eckhardt, Inc(NY). Pkgr- MCA in assoc with WNBT; Dir- Jim Elson(NBC). Guy Lombardo and his Royal Canadians return for their second season after summer hiatus. The first three programs will originate from Lombardo's East Point House in Freeport, L.I., then will move to the Hotel Roosevelt Grill, beginning Sept 24.

WNBT - Sentimental You; DEBUT Aug 30; Mon thru Fri, 1-1:30pm EDT. Sustaining. Pkgr- WNBT; Prod- Bob Stewart; Dir- Mike Gargiulo & Larry Roemer. Guest interview show based on past memories, with Allen Ludden as m.c. and featuring singer Toni Southern. Guests will be chosen from home viewers' letters.

WOR-TV(Ch 9) New York - The Fun Show; DEBUT Aug 30; Mon thru Fri, 5:30-6pm EDT. Sustaining. Pkgr- Sandy Howard Productions; Exec Prod- Sandy Howard; Prod & Dir- Bob Gibson. Ray Heatherton presents his personal caricatures in various costumes while presenting and commenting on old films and cartoons. The show replaces Colonel Venture which moves to Mon, 7-7:30pm, effective Aug 30.

KNXT(Ch 2) Los Angeles - Hollywood Exclusive; SCHEDULE CHANGE Aug 26; Thu, 10:30-11pm.PDT. Sponsor- Pearson Pharmacal Co, Inc(Ennds) thru Donahue & Coe, Inc. Pkgr & Prod- KNXT. Army Archerd presents his exclusive news and interviews on one half-hour program, changing from his two-day schedule. Format has changed to include a complete review of the motion picture world (See pages 119, 122).

FILM DIGEST: David Wayne's Norby comedy-drama film series going into production in color for Eastman Kodak sponsorship is probably the most expensive series to come up with an orphan look. Everything is set except a spot to show it in, and while the ad agency says that the premiere date (sometime in January) and the network will be announced soon, the lack of station clearances in good time may force it into national spot showings to take advantage of stations in key markets that will be equipped to transmit color.....The latest film series bought for showing over KTTV(LA) is NBC's Victory At Sea. The emphasis on film series, making it the most film-conscious station in the country, obscures the fact that it also has pioneered, and still emphasizes,many special "live" programs that highlight local commercial and public service activities, with the film series used to buck the network stations. Local live programs find it hard going during the evening hours against top-star programs unless they can be bucked with other names, even if on film.....KTLA (H'wood) originally announced the premiere of of Chico and Pablo, the edited versions of the old Cisco Kid features, then postponed it with an announcement that a new starting date would be announced in the near future. None has come yet and one report is that the producers are having trouble in dubbing in new sound since they are blocked from using the characters' regular names because of the Cisco Kid tele-film series.

Jack Beekman-Hank Leeds announced production of a television interview series starring Eleanor Holm. Format calls for her to interview noted women sports stars and award each a "Sportswomen's Achievement Award." Lance Studios in New York will be used for production, beginning in September if the pilot goes. A Holm radio transcription series is already available.....Robert Stevenson will produce and direct the hour-long film extravaganza being prepped by BBD&O on the West Coast to mark the 50th anniversary of the Bank of America, with showings scheduled for practically every California TV station, both network and independent. Jack Denove Productions will handle the filming, with major entertainment names being presented in a story line tracing the history of California and the parallel growth of the bank with the state.

Mary Lee Dearing and Jane Moultrie have been cast as regulars in support of Gene Lockhart in the His Honor, Homer Bell series. Will Price will direct. Gallahad Productions (Hi Brown), the production firm, has moved to 1277 East 14th St, Brooklyn (NA 8-3839).....Advertisers Television Program Service, set up to handle syndication of John Loveton's Mr and Mrs North series (57 films), is at 9100 Sunset Blvd, West Hollywood, with Maurie Gresham as v.p. and general manager.....Ezra Stone is continuing as director of I Married Joan, after finishing his stint on the second group of four originally set for him.....Victor Stoloff's announced series on the Mounties and on New Orleans police seem to be in abeyance as he's writing and planning to produce a new movie in Hollywood... .....The New Stu Erwin Show lists more writers on separate scripts than any other story-line series in the last few years; and it's deliberate to cut the pressure. More preparation and more shooting time has also been added for quality.

NEWS & COMMENT: CBS' color production for Danger for Aug 31 lists 13 major production credits, not including technicians with five of them strictly for the color, which suggests that the roll-ups will have to move fast on color programs to get everyone's name on the screen..... ..Time differentials will force West Coast color spectaculars to record some of the productions in monochrome for delayed telecasts for the Coast. This is an extension of the current situation with b & w in which Coasters see some of their own live shows on kine since schedules favor East Coast viewers.....Carleton Carpenter will play Georgie Russel, Davy Crockett's sidekick in the film episode of the same name planned for Disneyland. Fess Parker plays the title role. The saga of the Tennessean will cover three one-hour episodes, with filming scheduled for a Tennessee location beginning within two weeks.....Gordon MacRae has been signed as permanent singing host for 20 of the Colgate Comedy Hour shows, starting Sept 26. Five of the other shows will star Martin & Lewis with four other productions being "book" programs.....Vaughn Monroe has been signed by RCA to be the commercial announcer on all radio and television programs which it is sponsoring. Leadoff assignment is the Sid Caesar Show on Sept 27. He will also be used in filmed and recorded spots. Monroe thus joins Jimmy Blaine and other former vocalists who have made the transition to commercial announcing, although in his case it will be part-time as long as his records continue to sell big; which also adds impact to his RCA messages.....CBS announced Leo Durocher as Red Skelton's guest on his first show of the fall season, scheduled for Tuesdays, 8-8:30pm, but the release didn't mention the date. Skelton will be followed by Halls of Ivy, the Ronald Colman-Benita Hume film series, announced for an Oct 19 start.

A. C. Nielsen will begin installation of a first group of 6000 of its new Recordimeters some time in October which will permit early inauguration of the Nielsen Station Index Service. The instruments will be permanently installed in sample homes..... Al Paul Lefton Co., Inc., advertising, moves its New York office to 71 Vanderbilt Ave (MU 9-7470) on Aug 30.....Howard Whitman, magazine writer who authored "Terror in the Streets," a survey of crime in major cities, has been doing a film report with an NBC crew pegged to the backgrounds and neighborhoods of the four Brooklyn "thrill" killers, to be presented on the Home show, a further extension of the magazine of the air concept.

Members of the Radio Writers Guild, Screen Writers Guild and Television Writers Groups voted last Wednesday in New York and Hollywood in favor of the constitution of the new Writers Guild of America, which will operate thru two membership corporations, East and West Coast, in representing writers in the radio, television and motion picture fields.

PERSONNEL CHANGES: Theodore F. Koop has been named director of CBS News and Public Affairs in Washington.....Edward Wallis appointed manager of sales promotion and publicity, WPTZ (Phila).....John W. Tinnea upped to executive program director for KWK(St. Louis) in charge of program development for both radio and television.

TALENT SHOWSHEET AUGUST 30-SEPTEMBER 5, 1954

Most of the shows on August 27, 28, 29 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, September 3. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: Gene Autry, Roy Rogers, Top Plays of 1954, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, The Best in Mystery, Topper.

FRIDAY AUGUST 27

No additions or corrections

SATURDAY AUGUST 28

ON THE CAROUSEL (Paul Tripp & Ruth Enders)	WCBS 9:15am	Scene from Tom Sawyer - (O) by Mark Twain, (A)-(SW); Kajar the Magician (Starts 15 min. later this time only)
CAMERA THREE	WCBS 2pm	The Ballad of Huck Finn - (O) by Mark Twain, (A)-(SW); with John Marriot, Royal Dano, Kenneth Walken, Tom Scott (S), Michael Kane
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Vaughn Monroe (S&M), Artie Dann (C), Roger Ray (C), Bud & Cece Robinson (D); add: Dolores Hawkins (S), The Romanos (acro)
SATURDAY NIGHT REVUE	NBC 9pm	regulars including Alan Young (C); & Dick & Gene Wesson(H'D)

SUNDAY AUGUST 29

COLGATE SUMMER COMEDY HOUR	NBC 8pm	Mimi Benzell (S), Louis Prima (M), Kaye Ballard (S&C), Ronnie Graham (C), Stanley Prager (C), Louis Nye (C), Peter Gennaro & Dania Krupska (D)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Eddie Fisher (S) subs as host for vacationing Ed Sullivan; American Legion Zouaves, Joyce's Camels; add: winners of Chicagoland Music Festival Vocal Contest, the Shoreham Hotel String Serenaders led by Barnee
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	The Power of Suggestion - (O) by David Shaw; with Phyllis Kirk, Don DeFore, Neva Patterson, Murray Hamilton; add William Redfield; (SD) by Delbert Mann
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Final Payment - (O) by Gene Watts; with Frank Campanella, Michael Keene, Janet Paul, Richard Robbins, Shirley O'Hara

MONDAY AUGUST 30

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Miss Duffy's Coming-Out Party - with regulars & Benny Rubin, Veda Ann Borg, Bill Arnold, Don Brodie; (SW & SD)
THE VOICE OF FIRESTONE	ABC 8:30	Brian Sullivan (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	The Chuck Leonard Quartet (S&M), Fernando Rico (S), Carol Berrar (S)
Public Defender (Reed Hadley)	CBS 9pm	The Last Appeal - (O) by Donald S. Sanford; with Robert Armstrong, James Seay, Richard Jaeckel, Emile Meyer; (SD)
NBC-TV RECITAL HALL	NBC 9pm	Tossy Spivakovsky (M) (NET ONLY: ON WNBT Sun 9/5, 2pm)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	A Matter of Luck - (O) by Sid Morse; with regulars & Diane Sinclair, Jerry Hausner, Ralph Roberts, Frank Waldecker, Elmer Lehr, Robert Dryden, Chris White; (SD) by Perry Lafferty
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Secret Self - (O) by Michael Dyne; with Nancy Kelly, Peter Cookson, Everett Sloan, Staats Cotsworth, Meg Mundy, Russell Hardy, Frank Overton, Jock MacGregor; (SD) by Reisner

TALENT SHOWSHEET (more)

MONDAY AUGUST 30 (Cont'd)

Adolphe Menjou's Favorite Story	WNBT 10:30	The Rubber Stamp - (O) by Honore de Balzac, (A)-(SW); with Lowell Gilmore, Mauritz Hugo, Jeanne Cooper, Henry Rowland, William Cottrell, Robert Cabal, John Hamilton; (SD)

TUESDAY AUGUST 31

Janet Dean, R. N. (Ella Raines)	WNBT 8pm	Coleman Case - (O) by Max Wilk; with Bethel Leslie, Sara Seegar, Frank Overton, Isobel Elsom, June Walker; (SD)
ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 8:30	Nanette Fabray (S), Cliff Hall & Jack Pearl (C), Bud & Cece Robinson (D), Peter Gladke (D), Lee Lindsey (D), Lenny Claret (D)
Fireside Theater (Gene Raymond)	NBC 9pm	Second Elopement - (O) by Michael Foster, (A) by Herbert Little, Jr. & David Victor; with Virginia Field, Wilton Graff, Jonathan Hale, Mary Forbes, Kathryn Card, Michael Hall, Ottola Nesmith, Kathleen Crowley, Don Shelton; (SD) by Frank Wisbar (PREMIERE OF FALL SERIES)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Beautiful Wife - (O) by David Shaw; with Janet Blair, Tony Randall, Maxine Stuart, Bert Thorn, Robert Fortier, Kevin Coughlin, Tommy Gray; (SD) by Bill Corrigan (PREMIERE, FALL)
DANGER	CBS 9:30 (COLOR)	A Shadow on the Sand - (O) by Stanley Niss; with Murray Matheson, Sylvia Daneel, Peter Von Zerneck, Arnold Moss, Joe Abdullah, Gerald Milton, S. K. Hershaway, Elinor Eldin, Richard Garth; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	Two - (O) by Morton Wishengrad; with Pat Crowley, Jerome Courtland, William Harrigan, Doris Rich, Jack Klugman, Charlotte Rae; (SD)

WEDNESDAY SEPTEMBER 1

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Innocent Cowpoke - with Bruce Edwards, Gregg Barton, Jo Carroll Dennison, Res Lease; (SD)
SOLDIER PARADE	ABC 7:30	Polly Bergen subs for vacationing Arlene Francis as MC
RED SKELTON	CBS 8pm	Ed Wynn (C), Betty Jones (S) (FROM HOLLYWOOD)
My Little Margie (G.Storm)	NBC 8:30	regulars & Irving Bacon; (SW & SD, PREMIERE, FALL SERIES)
KRAFT TELEVISION THEATRE	NBC 9pm	Kidnapped - (O) by Robert Louis Stevenson, (A)-(SW); with Johnny Stewart, Jerome Kilty, Dennis Patrick, Raymond Bramley, Frederick Worlock, Jack Livesey; (SD)
Douglas Fairbanks	WNBT 10:30	The Refugee - (O) by Michael McCarthy; with Denis O'Dea, Ingeborg Wells, Christopher Lee, Carl Jaffe, Carl Duering, George Herbert; (SD) by Michael McCarthy

THURSDAY SEPTEMBER 2

MELODY TOUR (Nancy Kenyon)	ABC 8pm	Diana Drake (S&D), Peter Gladke (D), The Toppers (S), Dorothy Etheridge (S)
JUSTICE (Westbrook Van Voorhis)	NBC 8:30	The Quiet Prisoner - (O) by Mann Rubin; with Gary Merrill, Royal Dano, Ralph Stantley, Leslie Barrett, Sandy Kenyon, Geoffrey Bryant, Charles Mendick, Jim Boles, Ned Wertimer, Joe Sweeney
SO YOU WANT TO LEAD A BAND?	ABC 9pm	Trudy Richards (S)
KRAFT TELEVISION THEATRE	ABC 9:30	Philip Goes Forth - (O) by George Kelly, (A)-(SW); with Roddy McDowall, Blanche Yurka, Katherine Squire, Ann Shoemaker, M. Thomas, Monica Lovett, Jack Naughton, Michael Dreyfuss, Sam Main; (SD) by Fred Carney
LUX VIDEO THEATRE (James Mason)	NBC 10pm	Welcome Stranger - (O) by Arthur Sheekman (Paramount film), (A) for TV - (SW); with Bill Goodwin, J. M. Kerrigan, Martha Hyer, Elizabeth Patterson; (SD, FROM HOLLYWOOD)
THE TELLTALE CLUE (Anthony Ross)	CBS 10pm	The Case of Operation Death - (O) by Rod Serling; with Mildred Dunnock, others to be announced; (SD)

FRIDAY SEPTEMBER 3

MAMA (Peggy Wood)	CBS 8pm	Katrin and the Rich Young Actor - (O) by Gail Ingram; with regulars & Biff McGuire; (SD) (FALL PREMIERE)
Schlitz Playhouse	CBS 9pm	Some Delay at Fort Bess - (O) by Dick Stenger; with Sterling Hayden, Barbara Billingsley, Bob Nash, James Seay, James Brown, Walter Coy, Gayle Kellogg, Frank Gerstle, Lorna Thayer, William Page, Rory Mallison; (SD)

MULTIPLE AND ACROSS THE BOARD SHOWS FRIDAY AUGUST 27 THRU FRIDAY SEPTEMBER 3

GEORGE SKINNER	WCBS 9am	W - Parker Fennelly (C)
GARRY MOORE	CBS 10am	M - Mr. Ballantine (magic); Tu - Jim Beard (food & beverage editor); F - Swami Hassen Ben Sober
A TIME TO LIVE	NBC 10:30	kill: John Himes & Carlton Kadell; add: Dort Clark(M thru F)
LOVE OF LIFE	CBS 12:15	M thru F - regulars: Joanna Roos, Lenka Peterson, Frank Albertson, David Lewis, Richard Coogan; (SW & SD)
TED STEELE	WOR 2:30	M thru F - Betty Johnson (S), Gene Williams (M&S), Dick Duane (S), Bob Crewe (S)
ONE MAN'S FAMILY	NBC 3:30	M thru F - add regulars: Glenn Vernon, Roy Engel;
THE SECRET STORM	CBS 4:15	M thru F - regulars: Peter Hobbs, Haila Stoddard, Marjorie Gateson, Russell Hicks, Jean Mowry; add: Virginia Dwyer;(SW) by Harrison Bingham & Henry Sellinger, replacing Max Wylie
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - Mr. Influence - (O) by Leon Ware, (A) by Homer McCoy; with James Gleason, James Lydon, Kathleen Crowley, John Gallaudet, Gilbert Frye, Lyle Talbot, Arthur Space, Jackson Halliday, Tony Hughes, Alan Bridge, Joe McTurk; (SD) by Harve Foster; Thu - The Right Type of Man - (O) by Walter Doniger; with George Macready, Kitty McHugh, Helen Wescott, Todd Karns, Bill Boyett, John Alvin, Joe Mell, Michael Mark; (SD) by Bernard Girard
MAGIC COTTAGE	WABD 6:30	M thru F - Peggy Cass, Rod Colbin, Charles Purcell; (SW & SD)
Col. March of Scotland Yard	WABC	Tu (6pm) - Present Tense - with Mary Marker, Phil Brown, Peter Reynolds, John Laurie; W (10pm) - The Headless Hat - with Eric Pohlman, Betty Paul Marne Maitland, Ina DeLaHaye
The Files of Jeffrey Jones (Don Haggerty)	WABC 6:30	M - The Lady Who Wouldn't Talk - (O) by George Bricker; with regulars & Marjorie Hoshelle, Rick Vallin, Carol Foreman, Richard Karlan, Mona Knox, Frank Jares; (SD) by Lew Landers; W - Killer Bait - (O) by Warren Douglas & Bob Raynor; with Helen Chapman, Johnny Downs, Paul Bryar, Connie Cezon, Paul Dubov, Mickey Simpson; (SD) by Landers;F-Money Talks - (O) by George Bricker; with Mary Ellen Kay, Ted Hecht, Nolan Leary, John Daheim, Eddie Parker; (SD) by George Blair
PERRY COMO	CBS 7:45	F (9/3) - Kitty Kallen (S)
ERNIE KOVACS	WABD 11:15	M thru F - Judy Linn replaces Wyoma Winters as regular (S) effective 8/16

SATURDAY SEPTEMBER 4

Range Rider (Jack Mahoney)	WNBT 6:30	Shotgun Stage - with Rand Brooks, Harry Lauter, House Peters, Jr., Elaine Riley; (SW & SD)
The Joe Palooka Story (Joe Kirkwood)	WABD 7pm	And Still Champ - (O) by Joe Kirkwood & George Meyer; with regulars & Sammy Stein, Chuck Hix, Pat Flaherty, B. G. Norman, Anthony Snyder, Hal Baylor, Al Hill, Jimmy Wilson; (SD)
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Jack Carter (C), Toni Arden (S), Peggy Ryan & Ray McDonald (S&D), Wally Dean (C), Bobby Brandt (C)

SUNDAY SEPTEMBER 5

THE MAN BEHIND THE BADGE	CBS 9:30	Houston - (O) by Max Ehrlich; with Gage Clarke, Russell Hicks, Vinton Hayworth, Jr., Geoffrey Bryant, James Bender, John Pavelko, Anthony Perkins, Mimi Kelly, Betsy Sherman; (SD)
The Loretta Young Show	NBC 10pm	Dr. Juliet - (O) by John Meredyth Lucas; with Donald Murphy, Barbara Ruick, Jan Merlin, Kurt Katch, Edit Angold, Paul Harvey, Jack Jordan, Roy Montgomery

Ross Reports ON TELEVISION

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(6)

ABC- 7-7:15pm EDT, Mon thru Fri; NET DEBUT & RETURN; Kukla, Fran & Ollie; from WBKB(Chi), to WABC-TV(NY). Sponsor- Gordon Baking Co(Silvercup Bread) thru D'Arcy Advertising Co(St. Louis). Pkgr- Burr Tillstrom(WBKB); Prod- Beulah Zachary. Tillstrom works his puppets and carries on conversations thru them and also with Fran Allison; with songs and gentle satire. Program made its original debut in Chicago in October 1947. From 1949 to 1952 it was seen over NBC-TV as a five-times a week program, after which it shifted to a Sunday afternoon half-hour program. Last show over NBC-TV was July 4, 1954.

DuM & NBC- 12noon-12:30pm; SPECIAL; Atoms For Peace; from KOA-TV(Denver) and Shippingport, Pa., remote. Prods- DuMont remote from Shippingport, crew under direction of Harry Coyle; Denver pickup by KOA-TV crew; Bill Garden, NBC production supervisor from NY. Groundbreaking ceremonies for the nation's first atomic power plant at Shippingport, Pa., climaxed by a speech by President Eisenhower from Denver, Colo. The networks are picking up each other's originations for the joint program.

Tuesday(7)

ABC- 10:30-11pm EDT; RETURN; Stop the Music; from WABC-TV(NY), no. of stations indefinite. Alternate sponsors- 1) Exquisite Firm Brassiere, Inc (Floating Action & Bra-O-Matic) thru Grey Advertising Agency, Inc(NY); Acct Exec- William Spencer; Agcy & Comm Superv- Alfred Hollender; Commercials on film. 2) (Three participating) Quality Goods Manufacturers, Inc (Anson, Inc., men's jewelry & J-B Watch Bands) thru Grey Advertising Agcy, Inc(NY); Acct Exec- William Spencer; and Phillips-Jones Corp (Van Heusen shirts) thru Grey; Acct Exec- Ted Kaufman. Pkgr- Louis G. Cowan, Inc(NY); Prod & Casting- Joe Cates; Dir- Matt Harlib(ABC); Music Dir- Harry Salter; Sets- Norman Rock. Bert Parks is m.c. for the music-quiz in which cash awards are made to studio audience members or at-home viewers who identify the mystery melody. The program made its debut over ABC-TV on May 5, 1949 and its last program was April 24, 1952. In its new spot it replaces The Name's The Same.

NBC- 10:30-11pm EDT; DEBUT; It's a Great Life, ON FILM; from WNBT(NY) & KNBH(H'd), no. of stations indefinite. Sponsor- Chrysler-Plymouth Dealers (nationwide) and Chrysler Div of Chrysler Corp thru McCann-Erickson, Inc(NY); Acct Exec- Walker R. Graham; Agcy Superv- Russ Johnston; Comm Superv- Frank Bibas (first 8) & James Manilla; Comm Anncr- Ron Rawson (on film). (Continued next page)

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Tuesday(7)

NBC- It's a Great Life (Cont'd from previous page): Pkgr & Film Prod- Raydic Corp (Hal Roach Studios, Culver City); Prods & Writers- Ray Singer & Dick Chevillat; Dir- Christian Nyby; Dir of Photog- Lucien Andriot; Music Dir- David Rose; Costumes- Harry Black; Film Ed- Frank Capacchione; Casting- Ruth Burch, Kevin Coughlin. Situation comedy series, starring Michael O'Shea and William Bishop as two ex-G.I.'s and James Dunn as an unemployed older "adviser"; featuring Frances Bavier and Barbara Bates. The program takes over the net time in which the Mr. & Mrs. North series was formerly seen. The latter's last show was July 20, after which the spot was filled by local programs.

Thursday(9)

DuM- 8-9pm EDT; RETURN; They Stand Accused; from WGN-TV(Chi), no. of stations not available. Sponsor- Consolidated Cosmetics, Inc (Lanolin Plus and other beauty aids) thru Frank E. Duggan Advertising(Chi); Acct Exec- Frank E. Duggan. Pkgr- owned by William Wines, Asst Attorney General for Illinois; Prod- Richard Von Albrecht; Dir- not available at press time; Writer- William Wines. Wines outlines courtroom case situations, which are then acted out ad lib by actors who play the parties concerned, while attorneys act as prosecution and defense lawyers. Charles Johnston, Chicago attorney, presides as judge. The jury is composed of members of the studio audience who decide the case on its merits as it is presented on the air. The program made its debut over DuMont on Sept 9, 1949, and was sustaining until 1951 when it went co-op. It was last seen Oct 5, 1952 (NY sponsor was Crawford Clothes, Inc thru Al Paul Lefton Co, Inc(NY). The program now replaces What's the Story, which moves from its 8pm spot to 9-9:30pm; and Johns Hopkins Science Review, which moves from 8:30-9pm, to Sunday, 1-1:30pm EDT, effective Sept 12.

Friday(10)

NBC- 9-9:30pm EDT; RETURN; Big Story; from WNBT(NY), 55 stations live, 24 kine. Alternate Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William Spire; Agcy & Comm Superv- Thomas F. Vietor; Comm Anncr- Ernest Chappell (live & film). 2) The Simoniz Co (Simoniz, Bodysheen, None-Schuff floor wax) thru S.S.C. & B. (NY); Acct Exec- Clem Hathaway; Agcy & Comm Superv- Thomas F. Vietor; Comm Anncr- Various (on film); also Simoniz Co (HiLite) thru Tatham-Laird, Inc(Chi); Acct Exec- David Watrous. Pkgr- Prockter Television Enterprises, Inc(NY); Exec Prod- Everett Rosenthal; Dir- David Rich; Music Dir- Vladimir Selinsky; Writers- Norman Lessing, Allan E. Sloane, Mel Goldberg, Gail Ingram; Casting- Prockter staff. Program returns from summer hiatus, last show July 9. Replacement was The Best in Mystery, re-run films, last show Sept 3.

Saturday(11)

NBC- 9:30-10pm EDT; DEBUT; Dear Phoebe, ON FILM; from WNBT(NY) & KNBH(H'wood), no. of stations indefinite. Sponsor- The Campbell Soup Co (Soups) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Al Ward; Agcy & Comm Superv- Chan Buck(NY); Comm Anncr- Frank Simms (on film); also Campbell Soup Co (V-8 juice) occasionally, thru Needham, Louis & Brorby, Inc(Chi); Superv- Melvin Brorby. Film Prod- Dear Phoebe Productions (American National Studios, H'wood); Prod- Alex Gottlieb; Assoc Prod- Milton Ebbins; Dir- Don Weis; Dir of Photog- Joseph Biroc; Music Dir- Raoul Kraushaar; Film Ed- John Schreyer; Casting- John Stevens; Writers- Alex Gottlieb, Charles Hoffman, Ken Englund, John L. Greene, Barbara Hammer, Rip Von Ronkle. Situation comedy series, co-starring Peter Lawford as the writer of an advice-to-the-lovelorn newspaper column, and Marcia Henderson as a newspaper sports writer; with Charles Lane and Joe Corey. The program replaces Campbell SoundStage, which has been re-runs of films since June 4, 1954, when it succeeded the live drama program of the same name.

Saturday(11)

ABC- 8-9pm EDT; SPECIAL; Football '54; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV(NY); Prod- Jerry Danzig; Dir- Cort Steen; Music Dir- Harry Sosnik; Sets- Robert Bright; Writer- Stanley Silverman; Choreog- Jonathan Lucas. Special program marking the beginning of telecasts of NCAA football games on Saturdays, starting Sept 18. The special program will include football features and entertainment interspersed, with some highlights on film.

ABC- 10-10:30pm EDT; RETURN & NET DEBUT; Stork Club; from WABC-TV(NY), to the net. Sustaining. Pkgr & Prod- Sherman Billingsley; Dir- Marshall Diskin (Shelly Hull, first program only); Asst Prod- Sally Dawson; Music by Jack Kelly Trio. Sherman Billingsley is host for the program as in previous seasons, interviewing socialites and celebrities. In addition to the Kelly trio, the program will present two bands, alternating weekly: Payson Re (first week) and Peter Rotonda (second week). The program made its debut over CBS-TV in June, 1950. It moved to WNBT(NY) as a local program, Oct 28, 1953; last show April 21, 1954.

ABC- 10:30pm-12midnight EDT; SPECIAL; Miss America Pageant; from WABC-TV(NY) with direct remote from Atlantic City, NJ; no. of stations indefinite. Sponsor- Philco Corp thru Hutchins Advertising Co, Inc(Phila). Pkgr- ABC-TV; Prod- Fred Heider; Dir- Marshall Diskin. John Daly and Bess Myerson will be hosts for the sponsor on the program and will interview Miss America 1954.

CBS- 9:30-10pm EDT; RETURN; My Favorite Husband; from KNXT(H'wood), 44 stations live, 6 kine. Alternate Sponsors- 1) International Silver Co thru Young & Rubicam, Inc(NY); Acct Exec- Robert Sullivan; Agcy Superv- Farlan Myers(H'd); Prog & Comm Anncr- Bob Lemond. 2) The Simmons Co(Matresses) thru Young & Rubicam, Inc(NY); Acct Exec- John E. Clark; Agcy Superv- Farlan Myers(H'wood); Commercials-Film. Pkgr- CBS-TV(H'wood); Prod & Dir- Norman Tokar; Assoc Prod & Writer- Sol Saks; Music Dir- Lud Gluskin; Sets- Robert T. Lee. Domestic comedy series, starring Joan Caulfield and Barry Nelson, returns after summer hiatus, last show July 10. Summer replacement has been the Jack Paar Show, last program Sept 4.

NBC- 10:30-11pm EDT; RETURN; Your Hit Parade; from WNBT(NY), no. of stations indefinite. Alternate Sponsors- 1) American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings; Agcy Superv- Dan Lounsbery; Comm Anncr- Dorothy Collins (on film). 2) Hudnut Sales Co, Div of Warner-Hudnut, Inc (Quick home permanent, enriched creme shampoo, creme rinse; all Richard Hudnut products) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Douglas Coyle; Agcy Superv- Dwight Mills; Comm Superv- Lucy Monroe; Commls - Film. Pkgr- BBD&O(NY); Prod & Casting- Dan Lounsbery(BBD&O); Assoc Prod & Writer- William Nichols; Dir- William Colleran; Asst Dir- Ben Tomkins; Music Dir- Raymond Scott; Choral Dir- Ray Charles; Costumes- Sal Anthony; Choreog & Staged by- Tony Charmoli. Music-variety series returns after summer hiatus, last show June 12. Polly Bergen substitutes for Dorothy Collins for 13 weeks. Other returning vocalists are Gisele MacKenzie, Snooky Lanson and Russell Arms. Summer replacement has been Private Secretary, re-runs of films seen over CBS-TV during the regular season; last show Sept 4.

Sunday(12)

ABC- 9:15-9:30pm EDT; RETURN; The Packard Program Starring Martha Wright; from WABC-TV(NY), no. of stations indefinite. Sponsor- Packard Motor Car Co & Packard Dealers nationwide thru Maxon, Inc(Detroit); Agcy Superv- Earl Kennedy (NY); Anncr- Terry O'Sullivan. Pkgr- ABC-TV with A. S. Daillace, Jr.; Prod & Dir- Matt Harlib(ABC-TV); Assoc Prod- Phil Mathias; Prog Superv- A. S. Faillace, Jr.; Assoc Dir- William Ayres; Music Dir- Bobby Hackett; Art Dir- James McNaughton. Music series returns after summer hiatus. (Continued next page)

Sunday(12)

ABC- Martha Wright (Continued from previous page): Summer replacement has been the Jane Pickens Show, which moves to 6:30-6:45pm EDT, its pre-summer time.

CBS- 6-6:30pm EDT; RETURN; The American Week; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs; Prod- Ernest Leiser; Dir- Vern Diamond; Researcher- William Sale. Eric Sevareid presents his observations on each week's significant news events, with integrated films. Program returns after summer hiatus, last show July 25. Replacement program has been Now and Then (originally announced as moving to a new Sunday time; no further info at press time).

CBS- 7-7:30pm EDT; DEBUT; Lassie, ON FILM; from WCBS-TV(NY) & KNXT(H'wood), no. of stations indefinite. Sponsor- Campbell Soup Co (Soups) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Al Ward; Agcy & Comm Superv- Chan Buck; Comm Anncr- Frank Simms (on film); also Campbell Soup Co (V-8 Juice) occasionally, thru Needham, Louis & Brorby, Inc(Chi); Superv- Melvin Brorby; Acct Exec- Paul Harper. Pkgr & Film Prod- Robert Maxwell Associates; Prods- Robert Maxwell & Dusty Bruce; Assoc Prod- Rudy Abel; Dirs- Sheldon Leonard, Sidney Salkow and others; Dir of Photog- Stuart Thompson; Film Ed- Arthur Hilton. Drama series with the famous Hollywood collie in the title role, with 12-year-old Tommy Rettig and Jan Clayton and George Cleveland in adult roles. Program replaces College of Musical Knowledge; last show Sept 5.

NBC- 7:30-9pm EDT; DEBUT; Satins and Spurs (Max Liebman Sunday Spectacular); from WNBT(NY), no. of stations not available. Sponsors (45 minutes each): 1) Hazel Bishop, Inc (Cosmetics) thru Raymond Spector Co., Inc(NY). 2) Sunbeam Corp (Appliances) thru Perrin-Paus Co(Chi); Acct Exec- Earl R. Perrin. Pkgr- NBC-TV(NY); Prod & Dir- Max Liebman; Asst to Prod- Max Siegel; Assoc Prod- Bill Hobin; Music Dir- Charles Sanford; Musical numbers devised and staged by Charles O'Curran; Music & Lyrics- Jay Livingston and Ray Evans; Art Dir- Frederick Fox; Costumes- Paul DuPont; Writers- Max Liebman and Billy Friedberg. Betty Hutton makes her television debut, starring in an original musical comedy. (See page D for other cast credits). Program in this new series of spectaculars will be seen every fourth Sunday, replacing Mr. Peepers and the Colgate Comedy Hour, presented in their respective time spots three Sundays out of four. The Colgate Summer Comedy Hour, summer replacement series, had its last showing Sept 5.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Winky Dink and You (Sat, 10:30-11am EDT) New time, effective Sept 4, superseding previous re-scheduling to Sept 5 (See page 144).

NEW NETWORK SPONSORSHIPS

NATIONAL BISCUIT CO (NABISCO) thru Kenyon & Eckhardt, Inc(NY) will sponsor Adventures of Rin Tin Tin, a new film series, over ABC-TV, Fridays, 7:30-8pm, beginning Oct 15. Products advertised will be Shredded Wheat and Milk Bone Dog Food.

MILES LABORATORIES (Alka Seltzer) will sponsor the Tuesday, 2-2:15pm segment of the Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm) over CBS-TV, starting Sept 28. DOESKIN PRODUCTS, INC thru Grey Advertising Agency, Inc(NY) will sponsor the Friday, 2-2:15pm segment, starting Sept 17. MILES LABORATORIES will also sponsor the Tuesday, 10-10:15am segment of the Garry Moore Show (Mon thru Thurs, 10-10:30am; Fri, 10-11:30am) over CBS-TV, starting Sept 28. YARDLEY OF LONDON, INC(toiletries) thru N. W. Ayer & Son, Inc(NY) will sponsor the Friday, 10:30-10:45am segment of the Moore show, starting Oct 1.

LOCAL STATION ACTIVITY

WABD(Ch 5) New York - Letter to Lee Graham; RETURN Sept 6; Mon thru Fri, 2-2:30pm. Participations. Mrs. Graham suggests solutions to problems contained in letters from viewers. The program returns from summer hiatus.

WABD - Glamour Secrets; RETURN Sept 6; Mon thru Fri, 1-1:30pm EDT. Participations. Claire Mann returns from summer hiatus, presenting beauty and health tips and discusses glamour problems.

WAAM(Ch 13) Baltimore - Gerald W. Johnson; RETURN Sept 12; Sun, 8-8:15pm EDT. Sustaining. Pkgr & Prod- WAAM; Dir- Ed Sarrow. Newspaperman and commentator Gerald Johnson, returns after summer hiatus, again presenting "how things look from Bolton Street," with emphasis on the local political scene.

KNBH(Ch 4) Hollywood, LA - Sports Lineup and Sports Summary; DEBUT Aug 28; Sat, 10:30-10:45am and 1:45-2pm PDT, respectively. Sustaining. KNBH sports director Cleve Herman presents facts on the game of the week before each Canadian pro-football telecast. After the game he gives a rundown of the day's sporting events.

KTTV(Ch 11) Los Angeles - Assignment America, ON FILM; DEBUT Sept 2; Thurs, 8:30-9pm PDT. Sponsor- Hinshaw's Dept Stores. Pkgr- Bill Burrud Productions; Prod- Bill Burrud. Documentary films, with Bill Burrud as host and narrator, presenting stories of people, places and things, thru the medium of people in various industries and professions.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WABD(5)	#"China Smith" (Nat'l Telefilm Assoc)	-Open for participations	8/23	Mon	7:30-8pm
Los Angeles					
KNBH(4)	#"Range Rider" (CBS TV Film Sales)	-Langendorf United Bakeries thru the Biow Co (S.F.)	8/24	Tue	7-7:30pm

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: CBS Television Film Sales has assigned Lindsley Parsons Productions, Inc (5746 Sunset Blvd, KTTV studio) to produce the 26-film The Whistler telefilm series. Joel Malone will be producer, with the first 12 in the series rolling Sept 8. Signal Oil Co of California, long time sponsors of the radio version, will sponsor the films on the West Coast, with Lipton Tea Co as alternate sponsor in the same markets.....George Raft's I'm the Law film series is in re-run on the West Coast as The George Raft Show.....Bekins Van and Storage Co will sponsor the new Ken Murray series, Where Were You in 12 western and southwestern cities beginning in October. KTTV is the LA outlet.

Maurice Tombragel and Budd Lesser will write the third group of 13 scripts for Stories of the Century in Hollywood.....Meet Corliss Archer debuts Sept 12 over WBAL-TV(Balt) sponsored by Renuzit Home Products Co.....Guild Films has joined the parade with all its stars available to do custom-made commercials for local and regional sponsors.

NEWS & COMMENT: Gene Rayburn, NBC's bright young man without a permanent spot, will handle the new inserts on the new Tonight show, starring Steve Allen, debuting Sept 27.....Perrin-Paus Co(Chi) opened a New York office with Elliot Saunders in charge, to handle supervision of TV programs and commercials (730 Fifth Ave., PL 7-6120).....CBS Television signed Johnny Carson as a writer-performer, with a new network comedy show in the offing.....WABD(NY) will start telecasting color within a couple of weeks and expects to have three color programs a week, on film, when it gets its complete schedule underway. The New York Tele-Centre's Studio Four is being converted for color originations.....

That Philadelphia controversy in which a lawyer accused a WPTZ news program of invading his client's privacy by airing films of the client's interrogation by police in connection with a robbery, is only a local tempest as far as other Eastern cities are concerned. New York stations have shown the same types of newsfilm with nary a kickback.

TALENT SHOWSHEET SEPTEMBER 6-12, 1954

Most of the shows on Sept. 3, 4, 5 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, September 10. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: Gene Autry, Roy Rogers, Four Star Playhouse, Campbell Soundstage, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi Cola Playhouse, The Best in Mystery, Topper.

FRIDAY SEPTEMBER 3

THE STRANGER (Robert Carroll)	DuM 9pm	(O) by James Blumgarten; with June Lockhart, Steven Hill, Patty McCormack, Frank Maxwell, Thomas Coley, Philip Truex (SD)
CHANCE OF A LIFETIME	DuM 10pm	Buddy Marlowe (M) & others to be announced

SATURDAY SEPTEMBER 4

Captain Midnight (Richard Webb)	CBS 11am	Murder by Radiation - (O) by Dane Slade; with regulars Richard Webb, Sid Melton, Olan Soule; & Tommy Ivo, Wheaton Chambers, Peter Brocco, Harry Lauter, Henry Rowland; (SD) by D. Ross Lederman (PREMIERE, NEW SERIES)
CAMERA THREE (James Macandrew)	WCBS 2pm	Tanaquil LeClerq, Janet Reed, Jacques d'Amboise (all D), Walter Terry (dance critic)
Mr. District Attorney (David Brian)	WCBS 7pm	Joe Besser, Stanley Farrar, Russ Conway, Mike McHale, Alan Harris, Patsy Moran, Robert Bruce, John Merrick, Bill Catching, Troy Melton; (SW & SD)
ETHEL AND ALBERT (Peg Lynch & Alan Bunce)	NBC 7:30	regulars & Cele McLaughlin, Wynne Gibson, John Craven, Kathryn Grill, Morton Stevens, Calvin Thomas, Alan MacAteer; (SW & SD, PREMIERE OF FALL SERIES)

SUNDAY SEPTEMBER 5

A PRECIOUS HERITAGE	CBS 10am	A Rhode Island Refuge - (O) by Morton Wishengrad; with Betty Miller, Haim Winant, Frederic Worlock, Brandon Peters, Rex Partington, Michael Strong, Robert Ellington; (SD) by George Gould (PREMIERE, NEW 4-WK SERIES, JEWISH TERCENTENARY)
HALLMARK HALL OF FAME	NBC 5pm	Dynamite--the Story of Alfred Nobel - (O) by Harold Callen; with Wesley Addy, Osa Massen, Doris Lloyd, Walter Kingsford, Ray Montgomery, Robin Hughes, Gil Fallman, Jan Arvan, Norma Varden, Rhodes Reason, Tyler McVea, Nelson Leigh; (SD) by Albert McCleery (FROM HOLLYWOOD, PREMIERE, FALL SERIES)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Emergence of Jazz - (O) by Jeremy Daniel; with Louis Armstrong, Bobby Hackett, Billy Stegmeier, Lou McGarrety, Lou Stein, Cliff Lehman, Billy Taylor, Cozy Cole, James Young, B Barney Bigard, Arvell Shaw, Barratt Deem, William Kyle (all M), Horace McMahon, Leslie Litomy, Jane White, Frieda Altman, Ross Martin; (SD)
COLGATE SUMMER COMEDY HOUR	NBC 8pm	Dorothy Lamour, Larry Storch (C), Nat "King" Cole (S), Gene Sheldon (C) (LAST OF SUMMER SERIES, FROM HOLLYWOOD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Portion of Icescapades of 1955 - with Donna Atwood, Bobby Specht & ice show cast; Roberta Peters (S), Sonny Howard (S), The Harmonicaires (M) (FROM ATLANTIC CITY)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Run Like a Thief - (O) by Sam Hall; with Kurt Kasznar, Gusti Huber, James Dean, Barbara O'Neil, Eugene Wood, Ward Costello, Arny Walton, James Congdon, Joseph Leon, Diana Marlowe, Norma Jean Marlowe, Ellen Southbrook; (SD) by Jeffrey Hayden
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	The Diamond Murder - (O) by Robert Nathe; with Jack Klugman, Reba Tassell, Bern Hoffman, Peter Gumeny, Pat Patterson, Lucille Pierlot; (SD)

SUNDAY SEPTEMBER 5 (Cont'd)

THE WEB	CBS 10pm	Crackpot - (O) by Harold Gast; with Rudulph Justice Watson, Paul Lipson, Charles Aidman, Jack Diamond, Phyllis Kirk; (SD)
WHAT'S MY LINE? (Daly)	CBS 10:30	Jack Carter subs for vacationing Steve Allen

MONDAY SEPTEMBER 6

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Archie the Father - with regulars & David Stollery, Veda Ann Borg, James Burke, Lois Collier, William Bailey; (SW & SD)
TONY MARTIN	NBC 7:30	The Interludes (S) (FROM HOLLYWOOD)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Reinald Wolffe (S), the Statesman Quartette (Hovie Lister, Jake Hess, Jim Wetherington, Doy Ott, Denver Crumpler), Gloria French (S)
THE VOICE OF FIRESTONE	ABC 8:30	Nadine Connor (S)
NBC TV RECITAL HALL	NBC 9pm	Thomas Brockman (M) (NET ONLY, ON WNBT Sun 1pm, LAST OF SEASON)
Public Defender (Reed Hadley)	CBS 9pm	The Return of the Dead - (O) by Al C. Ward; with Robert Bice, Natalie Wood, Gladys Holland; (SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	The People You Meet - (O) by John Cheever (New Yorker story) (A) by Agnes Eckhardt; with regulars & Eva Condon, Fay Sappington; (SD) by Norman Felton
STUDIO ONE SUMMER THEATRE	CBS 10pm	U. F. O. - (O) by Rod Serling; with Parker Fennelly, Jack Warden, Susan Steele, Ricky Hamilton, Carlton Albertson, Dorothy Sands, George Mathews, Nicholas Joy, Heywood Hale Broun, Harry Bellaver, Carl White, Charlotte Knight, Anita Bayless, Gwilym Williams; (SD)
Adolphe Menjou's Favorite Story	WNBT 10:30	Brave Eyes - (O) by John Kneubuhl; with John Alvin J. P. O'Donnell, Lillian Bronson, Herbert Heyes, Mitchell Kowall

TUESDAY SEPTEMBER 7

Janet Dean, R. N. (Ella Raines)	WNBT 8pm	Randall Case - (O) by Lenore Coffee; with Geraldine Brooks, John Baragrey, Doris Dowling, Vinton Hayworth, Melissa Weston, Frank Milan, Spencer Davis, Harriet MacGibbon, Theodore Newton
ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 8:30	Monica Lewis (S), Jackie Miles (C), Geoffrey Holder Dance Troupe
Fireside Theater (Gene Raymond)	NBC 9pm	Crusade Without Conscience - (O) by Michael Foster, (A) by Wells Root; with Walter Coy, Frances Rafferty, Ross Elliott, Tom Powers, Mark Sutherland, Alan Sutherland, Effie Laird; (SD)
CENTER STAGE	ABC 9:30	The Day Before Atlanta - (O) by John Gay; with Joan Lorring, Luther Adler, Lee Marvin, Paul Stevens, Howard St. John, John Shellie, John McQuade, Charles Mendick, Jeff Harris, (SD) Wilson, Musa Williams, Hal Burdick; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The First Born - (O) by Jerome Ross; with Mary Boland, E. G. Marshall, Carmen Mathews, Emmett Vogan, Nancy Pollock, Rita Vale, Bill Darrid; (SD)
DANGER	CBS 9:30	Knee-High to a Corpse - (O) by Frank P. DeFelitta; with Walter Burke, Carole Mathews, Doug Rodgers, Frank Campanella; (SD)
LIFE WITH FATHER (Leon Ames & Lurene Tuttle.)	CBS 10pm	Father Leaves the Country - (O) by William Roberts; with regulars & Marion Ross, Hugh Sanders, Robert Easton, Tom Dugan, Olan Soule; (SD, FROM HOLLYWOOD)

WEDNESDAY SEPTEMBER 8

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Jingles' Disguise - with regulars & Mike Vallon, Pamela Duncan, Alan Foster, Francis McDonald, Elizabeth Harrower, Irene Martin; (SD)
KRAFT TELEVISION THEATRE	NBC 9pm	Party for Jonathan - (O) by Aurand Harris, (A)- (SW); with Betty Sinclair, Carl Betz, Barbara Myers, Patti Bosworth, Howard Lanser, Joseph Foley; (SD)
Douglas Fairbanks	WNBT 10:30	Dream Stuff - (O) by Gabrielle Upton; with Lee Patterson, Betty McDowall, Arthur Hall, Kay Callard; Dir by Charles Saunders

THURSDAY SEPTEMBER 9

MELODY TOUR (Stan Freeman)	ABC 8pm	Billy Butterfield, Peanuts Hucko (both M), Ceila Cabot (C); Dorothy Etheridge, Jonathan Lucas, Peter Gladke (all D); Diana Drake (S), The Toppers (S) & regulars
JUSTICE (Westbrook Van Voorhis)	NBC 8:30	The Crisis - (O) by Irving Gaynor Neiman; with Robert Cummings, June Lockhart, Joey Walsh, Edith King, Frank Thomas, Sr., Frank Maxwell; (SD)
SO YOU WANT TO LEAD A BAND	ABC 9pm	Judy Lynn (S)
KRAFT TELEVISION THEATRE	ABC 9:30	Albert - (O) by Edward Samis, Guy Morgan; (A)-(SW); with Tom Helmore, Jack Livesey, Harry Townes, Robin Craven, Stefan Schnabel, E. A. Krumschmidt, Bob Richards, Gene Lyons, Felice Orlandi, Felix Deebank, Cullen Desmond, Basil Langton, Robert Ellenstein; (SD)
LUX VIDEO THEATRE (James Mason)	NBC 10pm	Christmas in July - (O) by Preston Sturges (Paramount film), (A)-(SW); with Alex Nicol, Nancy Gates, Raymond Walburn, others to be announced; (SD, FROM HOLLYWOOD)
THE TELLTALE CLUE (Anthony Ross)	CBS 10pm	Eye Witness - (O) by James P. Kavanaugh; with Joe Maross, Chuck Webster, others to be announced; (SD)

FRIDAY SEPTEMBER 10

MAMA (Peggy Wood)	CBS 8pm	Mama's Birthday - (O) by Elizabeth Meehan & Bradford Ropes; with regulars & Daniel Reed; (SD)
Schlitz Playhouse	CBS 9pm	The Secret - (O) by William Self, (A) by DeWitt Bodeen; with Tom Drake, Tom Moore, Francis X. Bushman, Madge Kennedy, Doris Kenyon; (SD) by Jus Addiss
THE BIG STORY (Norman Rose)	NBC 9pm	Willard Haselbush, Denver Post - (O) by Max Ehrlich; with Wesley Addy, Paul Huber, John Kellogg Ray Bramley, Geoffrey Bryant, Milton Kamen, Jack Davis, Robert Hull; (SD, PREMIERE)
THE STRANGER (Robert Carroll)	DuM 9pm	(O) by John Gay; with Jeffrey Lynn, Karen Lenay, Peter Von Zerneck, Bruno Wick, others to be announced; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 3 THRU FRIDAY SEPTEMBER 10

THE MORNING SHOW (Jack Paar)	CBS 7am	M thru F - Winston Burdett substitutes for vacationing Charles Collingwood for a month
TODAY (Dave Garroway)	NBC 7am	M thru F - Tu - Perez Prado (M); W - Ben Hecht (author)
GEORGE SKINNER	WCBS 9am	M - Ted Malone; W - John Henry Faulk
THE GREATEST GIFT	NBC 3pm	M thru F - regulars: Ann Burr, Marian Russell, Henry Barnard, Joe Draper, Jack Klugman
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - Half the Action - (O) by Richard Dorso & Bernard Girard, (A) by Dorso; with Richard Rober, Henry Slate, Barbara Billingsley, Robett Osterloh, Jim Hayward, Ned Glass, Al Murphy, Al Gordon, Max Willenz, Opal Euard, Marvin Press, Frank Krieg; (SD) by Bernard Girard; Thu - This Day Is Yours - (O) by Muriel Roy Bolton; with Todd Karnes, Vera Miles, Betty Arlen, Richard Berggren, Maudie Prickett, Morgan Farley, Charlene Hardey, Barbara Woodell, Eileen Rowe, Al Murphy; (SD) by Harve Foster
Col. March of Scotland Yard (Boris Karloff)	WABC	Tu (6:30) - The Silver Curtain - with Eric Pollman, Anton Diffring, Christine Pollon, John Chandos, Arthur Hill; W (10 pm) - The Case of the Kidnapped Poodle - with Doris Nolan, Ewan Roberts, Michael Shepley, John Boxer, Kit Terrington; (SW & SD)
The Files of Jeffrey Jones (Don Haggerty)	WABC 6:30	M - Mr. Doom - (O) by Warren Douglas; with regulars & Mari Young, Henry Rowland, Virginia Lee, Lane Nakano, Helen Winston Tommy Farrell, Bob Rose; (SD) by Lew Landers; W - Big Trouble - (O) by George Bricker; with Betty Best, Renny McEvoy, Benna Bard, Richard Travis, Jack Shea; (SD) by George Blair; F - The Healthy Corpse - (O) by Warren Douglas; with Phyllis Coates, Rick Vallin, Lucia Carroll, William Bakewell, Claire Meade, Olaf Hytten; (SD) by George Blair

TALENT SHOWSHEET (more)

MAGIC COTTAGE	WABD 6:30	M thru F - Earl Hammer, John Kane; (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	M thru F - The Three Cadets - (O) by Carey Wilber; with regulars & Joey Walsh, Malcolm Beggs, Arthur Storch, Vinton Hayworth, Jr., Donald McKee, George Cotton; (SD, THIS EPISODE SEEN THRU 10/1)
COKE TIME-EDDIE FISHER	NBC 7:30	W - The Crewcuts (S)
PERRY COMO	CBS 7:45	W - The Mills Brothers (S)
STEVE ALLEN	WNBT 11:20	M,W,F - Peter Donald subs for vacationing Steve Allen; Tu, Thu - Faye Emerson & Skitch Henderson sub for Allen

SATURDAY SEPTEMBER 11

Captain Midnight (Richard Webb)	CBS 11am	Electronic Killer - (O) by Dane Slade; with regulars & Robert Bice, Charles Evans, William Tannen, Don Harvey, Mike Ragan;
Range Rider (Jack Mahoney)	WNBT 6:30	The Blind Trail - (O) by Joe Richardson; with regulars & Lois Hall, Tom London, John Parrish, James Griffith; (SD)
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Jerry Colonna (C), Phil Foster (C), Harvest Moon Ball Dance Festival winners
STORK CLUB (Sherman Billingsley)	ABC 10pm	Nanette Fabray (S), Jimmy Komack (C), others to be announced (PREMIERE, FALL SERIES)

SUNDAY SEPTEMBER 12

A PRECIOUS HERITAGE	CBS 10am	A Night at Valley Forge - (O) by Morton Wishengrad; with Douglas Fowley, Everett Sloan, Don Hanmer, Philip Bourneuf, Richard Casey, Al Markham, Alan Bergman, John Boruff; (SD)
YOU ARE THERE (Walter Kronkite)	CBS 6:30	The Oklahoma Land Run - (O) by Kate Nickerson; with Charles Thompson, Joanne Woodward, Frank Overton, Jerry Ito, Joe Sweeney, George Mitchell, Frank Thomas, James Broderick, Royal Dano, Charles Jordan, Stuart Germain, Russell Hardie, Parker Fennelly; (SD)
MAX LIEBMAN SPECTACULAR	NBC 7:30pm	Satins and Spurs - (O) by Max Liebman & Billy Friedberg; with Betty Hutton, Kevin McCarthy, Neva Patterson, Guy Raymond, Josh Wheeler, Ray Drakeley, Leonard Elliot, Genevieve; Music & Lyrics by Jay Livingston & Ray Evans; Musical Numbers devised by Charles O'Curran; Prod & Dir by Max Liebman; Music Dir - Charles Sanford; Art Dir - Frederick Fox; Costumes - Paul DuPont (PREMIERE OF NEW SERIES, COLOR)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Darryl F. Zanuck Story - with Jack Benny, Tony Martin, Tyrone Power, Clifton Webb, Shirley Temple, Dan Dailey, Dick Powell, Ruby Keeler, Gloria DeHaven, Ken Darby Choir; Costumes by Charles LeMaire; Music Dir - Alfred Newman (FROM HOLLYWOOD)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	Big Man on Campus - (O) by Robert Alan Aurthur; with Stephen McNally, Richard Jaeckel, Constance Ford, Bern Hoffman, Dolores Mann, Frederic Downs, Brian Sutton & others to be announced; (SD) by Arhtur Penn
THE MAN BEHIND THE BADGE	CBS 9:30	Carswell Air Base, Texas - (O) by Nelson Gidding; with Phil Abbott, Jean Carson, Steve Gravers, Joe DiReda, Murray Hamilton, Victor Rendina, Ed Peck, Ned Wertimer, Tom Walsh, Clem Fowler; (SD)
The Loretta Young Show	NBC 10pm	Double Trouble - (O) by William Bruckner; with Loretta Young, Hugh O'Brian, Mabel Albertson, George Neise, Forrest Lewis, Don Beddoe, Jerry Hausner; (SD)
THE WEB	CBS 10pm	A Sense of Honor - (O) by Sigmund A. Stoler; with Lori March, Bart Burns, others to be announced; (SD)

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(13)

NBC- 8-9pm EDT; SPECIAL; Three, Two, One -- Zero!, ON FILM; from WNBT(NY), to the net. Sustaining. Pkgr- NBC-TV with the Atomic Energy Commission and other government agencies; Film Prod- NBC-TV documentary unit; Prod- Henry Salomon, Jr; Prod Mgr- Donald Hyatt; Editor- Isaac Kleinerman; Writers- Salomon and Richard Hanser; Music Composer- Robert Russell Bennett; Music Cond- Morris Mamorsky. Film documentary outlining the history of atomic energy, its potentialities and implications, with footage integrated from nuclear explosion films and from foreign sources. Alexander Scourby is narrator. Program replaces Background and Droodles in this time spot, with another special on Sept 20.

NBC- 9-9:30pm EDT; DEBUT; Medic, ON FILM; from WNBT(NY) & KNBH(H'wood), no. of stations indefinite. Sponsor- Dow Chemical Co (Saran-Wrap) thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich); Acct Exec- Ernest A. Jones; Agcy Superv- Henry Fownes(NY); Comm Superv & Dir- Arthur Ehrlich; Comm Anncr- Lee Vines (on film). Pkgr & Film Prod- Medic TV Productions (at American National Studios, H'wood); Exec Prod- Worthington Miner; Prod- Frank La Tourette; Dir- Bernard Girard; Camera- Les Shorr; Music Dir- Victor Young; Film Ed- Bob Seiter; Series created and written by James Moser; Casting- Girard & La Tourette. Film dramatizations of actual medical case histories, with medicine itself as the hero; filmed on real-life locations, with actual doctors and nurses as part of the cast of each film episode. The program will be seen three of every four Mondays after the beginning of the NBC Monday "spectaculars," to be seen once each month, starting Oct 18.

Tuesday(14)

ABC- 7:30-8pm EDT; SPECIAL; Stephen A. Mitchell Talk; from WMAL-TV(Wash), to the net. Sustaining. Pkgr & Prod- ABC-TV News & Special Events. Stephen A. Mitchell, chairman of the Democratic National Committee, will discuss the record of the 83rd Congress.

Wednesday(15)

CBS- 8-9pm EDT; RETURN; Arthur Godfrey and his Friends; from WCBS-TV(NY), 97 stations live, 42 kine (Toni); 73 live, 20 kine (Pillsbury); 85 live, 25 kine (Frigidaire). Alternate Sponsors- 1) 8-8:30pm weekly: The Toni Co (Toni, Tonette, Silver Curl, Deep Magic, Viv, White Rain); Toni, Tonette, Silver Curl, Deep Magic, all thru Weiss & Geller, Inc(Chi); (Continued next page)

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Wednesday(15)

CBS- Godfrey & Friends (Cont'd from previous page): Acct Execs- Bennett Cooper (Toni), Dick Sachse(Silver Curl, Tonette), Kerry Sheeran(Deep Magic). Viv thru Leo Burnett, Inc(Chi); Acct Exec- Leonard Matthews. White Rain thru Tatham-Laird, Inc(Chi); Acct Exec- James McEdwards. 2) 8:30-9pm alternate weeks: Pillsbury Mills thru Leo Burnett, Inc(Chi); Acct Exec- Joseph Greely; Agcy Superv- Frank W. Dodge(NY) & Frigidaire Div of General Motors Corp thru Foote, Cone & Belding(Chi); Acct Exec- E. J. Collins. Comm Anncrs for all products- Arthur Godfrey and Tony Marvin. Pkgr- CBS-TV and Arthur Godfrey; Prod & Casting- Larry Puck; Dir- Robert Bleyer; Music Dir- Jerry Bressler; Writers- Chuck Horner, Charlie Slocum, Hank Miles, Andy Rooney. The Godfrey variety program returns with regulars Janette Davis, Frank Parker, Marion Marlowe, Haleloke, Lu Ann Simms, The Mariners, The McGuire Sisters and Tony Marvin. Returns after summer hiatus; last show July 14. Summer replacement has been the Red Skelton Revue; last show Sept 8.

CBS- 10-11pm EDT, every fourth Wednesday; DEBUT; The Best of Broadway; from WCBS-TV(NY), no. of stations indefinite. Sponsor- Westinghouse Electric Corp (Appliances & TV) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis; Agcy Superv- Tom Losee; Comm Superv- John Franck; Comm Anncr- Betty Furness (live). Pkgr- CBS-TV(NY); Prod- Martin Manulis; Dir- Paul Nickell; Prod Designer- George Jenkins; Music Dir- David Broekman; Sets- Mike Bleam; Costumes- Mildred Trebor; Writers- Various. One hour presentations in color of outstanding Broadway plays and musicals, with top names in leading roles. The programs will originate from CBS Television Studio 72, special color studio. The program replaces one Wednesday of each four, the regularly scheduled bouts on Pabst Brewing Company's Blue Ribbon Bouts. (See Page C for premiere cast credits).

DuM- 10-10:30pm EDT; RETURN; Down You Go; from WGN-TV(Chi), to the net. Sustaining. Pkgr- Louis G. Cowan, Inc(NY); Prod- John Lewellen(Chi); other credits not available at press time. Dr. Bergen Evans moderates panel quiz, based on the old parlor game of Hangman or Hang the Butcher. Program returns after summer hiatus; last show June 16. In its new time it replaces The Music Show which moves to Sunday, 10-10:30pm.

Thursday(16)

CBS- 7:45-8pm EDT; RETURN; The Jane Froman Show; from WCBS-TV(NY), no. of stations indefinite. Sponsor- General Electric Co, Lamp Division thru Batten, Barton, Durstine & Osborn, Inc(Cleveland); Acct Exec- George Cozzens; Agcy & Comm Superv- Jeff Maguire(NY); Prog & Comm Anncr- Allyn Edwards. Pkgr- CBS-TV (NY), created by Irving Mansfield; Prod & Dir- Byron Paul; Music Dir- Henry Sylvern; Choreog- Peter Birch; Writers- Ervin Drake, Irvin Graham, Jimmy Shirl. Jane Froman returns with her songs and dances by the Peter Birch group. Last show before summer hiatus was July 17. Replacement program has been Song Snap shots on a Summer Holiday; last show Sept 9.

CBS- 8-8:30pm EDT; RETURN; The Ray Milland Show; ON FILM; from WCBS-TV(NY) & KNXT(H'wood), 43 stations net, 21 delayed. Sponsor- General Electric Co (Small Appliances & Electronics Divisions); Small Appliances thru Young & Rubicam, Inc(NY); Acct Exec- William Kierstad; Agcy Superv- Walter Chamberlain; Comm Superv- Various; Electronics Div thru Maxon, Inc(NY); Acct Exec- Michael Mahony; Agcy Superv- William W. Mulvey; Comm Superv- Jack Mosman. Pkgr & Film Prod- Revue Productions (at Republic Studios, Hollywood); Prod- Harry Tugend; Dir- Jules Bricken; Writers- Arthur Alsberg, Nate Monaster, others. Complete change in title, production staff, and supporting players of last season's Meet Mr. McNutley, although the basic elements of the situation comedy series are retained. Ray Milland now plays a professor of drama at a co-educational college, with the character now named McNulty, with Phyllis Avery again playing his wife. Lloyd Corrigan plays Dean Dodsworth of Comstock University. (Continued next page)

Thursday(16)

CBS- The Ray Milland Show (Cont'd from previous page): Last show of the old series before summer hiatus was July 15. Replacement program was What's In a Word; last show Sept 9.

NBC- 8-8:30pm EDT; RETURN; You Bet Your Life, ON FILM; from WNBT(NY) & KNBH(H'd), 139 stations, net and delayed. Sponsor- DeSoto-Plymouth Dealers of America thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec & Agcy & Comm Superv- Nathan Tufts; Prog & Comm Anncr- George Fenneman. Pkgr- John Guedel; Film Prod- Filmcraft Productions (own studio, Hollywood); Prod- John Guedel; Prod Mgr- Isidore Lindenbaum; Prod Superv- Ferenz H. Fodor; Dirs- Bob Dwan, Bernie Smith; Camera- Virgil Miller; Film Ed- Norman Colbert. Groucho Marx returns with his comedy-quiz series. Last show before summer hiatus was June 10. Summer replacement program was The Best of Groucho, edited repeats of last season's shows.

Friday(17)

ABC- 8:30-9pm EDT; RETURN; The Ray Bolger Show, ON FILM; from WABC-TV(NY) & KABC-TV(H'wood), about 66 stations net and delayed. Sponsor- Lehn & Fink Products Corp (Lysol, Hinds Honey and Almond Cream, Dorothy Gray Beauty Products, Etiquet Deoderant) thru Lennen & Newell, Inc(NY); Acct Execs- Jackson Taylor, Kenneth White and Reginald Pierce. Pkgr- B & R Enterprises, Inc(H'wood); Film Prod- Desilu Productions, Inc(H'wood); Prods- Stanley Shapiro and Paul Henning; Prod Mgr- Argyle Nelson; Dir- John Rich; Asst Dir- James Nicholson; Music Dir- Earl Hagen and Herbert Spencer (Music Services, Inc, H'wood); Art Dir- Claudio Guzman; Sets- Theo F. Offenbecker; Costumes- Ohrbach's; Dir of Photog- Robert de Grasse; Film Ed- Robert Fritch; Editorial Superv- Dann Cahn; Writers- Stanley Shapiro, Paul Henning, Maurice Richlin, Fred Fox, Don Johnson. Ray Bolger returns as a Broadway musical comedy star with on and off-stage problems, but a new format presents added entertainment values. Supporting players include Richard Erdman, Marjie Millar, Christine Nelson, Charles Cantor and Sylvia Lewis. Last regular program before summer hiatus was July 8.

NBC- 8:30-9pm EDT; RETURN; The Life of Riley, ON FILM; from WNBT(NY), approx. 100 stations net and delayed. Sponsor- Gulf Oil Corp (Various Products) thru Young & Rubicam, Inc(NY); Acct Execs- Edwin F. Lewis, Edward C. (Ted) MacDonald; Agcy Superv- Paul Richardson; Comm Superv- Denny Sargent; Comm Dir- Dave Berman; Commls- On film. Film Prod- Hal Roach Studios (Culver City); Prod- Tom McKnight; Prod Superv- Sidney S. Van Keuren; Dir- Abby Berlin; Writers- Dick Conway, Roland MacLane, Harry Clork, Sumner Long and Howard Harris. William Bendix returns in his starring role of Chester A. Riley, with Marjorie Reynolds, Lugene Sanders, Wesley Morgan, Tom D'Andrea, Gloria Blondell, Emory Parnell, Sterling Holloway, Gregory Marshall. Program returns from summer hiatus; reruns of last season's films have been summer replacement since June 18.

Saturday(18)

ABC- 4:15-7pm approx EDT; RETURN & NET DEBUT; NCAA Football; from various stations, changing each week, no. of stations indefinite. Regional Sponsors- ABC-TV Pacific Coast Network (approx 16 stations): Carnation Co (Milk products) thru Erwin, Wasey & Co., Ltd(LA). Special Texas network (13 stations): Humble Oil & Refining Co thru McCann-Erickson, Inc(Houston). Pkgr- ABC-TV(NY); Prod- Leslie G. Arries; Dir- Charles Russhon. Telecasts of outstanding NCAA football games, coast-to-coast over the full ABC network. Tommy Harmon will do the commentary of West Coast originations, with other commentators to be announced. During the past three years the games of the week had been telecast by NBC, with several telecasts during 1953 devoted to different games in various sections of the country. ABC's telecasts will cover a complete game each week, with the schedule running thru Dec 4.

Saturday(18)

ABC- 8-9pm EDT; DEBUT; Let's Dance; from WABC-TV(NY), 8-8:30pm & WBKB(Chi), 8:30-9pm, to the net. Sustaining. Pkgr- ABC-TV with General Artists Corp; Prod- Alan Dinehart; Dirs- Shelly Hull(NY), Richie Victor(Chi); Writer- Alan Dinehart; Casting- Alan Dinehart, at Frank Cooper Associates(NY). Leading dance bands in New York and Chicago presented with variety acts and celebrity interviews each week, with the first half hour originating from the Terrace Room of the Hotel New Yorker and the second half hour from the Aragon Ballroom in Chicago. Ralph Flanagan and his orchestra will be featured during the first 13 weeks in New York. Art Mooney and his orchestra will play the first four weeks in Chicago, followed by the Billy May band for two weeks; then others to be announced. Program replaces sports and documentary films in the time spot.

CBS- 10:30-11pm EDT; DEBUT; Willy, ON FILM; from WCBS-TV(NY) & KNXT(H'wood), no. of stations indefinite. Sponsor- General Mills, Inc (Gold Medal Flour, Cheerios, O-Cel-O Division); Gold Medal Flour and Cheerios thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- S. P. Upson(Gold Medal), J. Holmes(Cheerios); O-Cel-O Division thru William Esty Co, Inc(NY); Acct Superv- William John. Film Prod- Desilu Productions, Inc(H'wood); Prod- William Spier; Dir- George M. Cahan; Asst Dir- Bert Spurlin; Music Dir- Eliot Daniel; Dir of Photog- Karl Freund; Writers- Alan Lipscott, Robert Fisher, Louis Pelletier. June Havoc stars as Willa Dodger, a neophyte lawyer who has just hung her shingle out in a small New Hampshire town; with Danny Richards, Jr., Mary Treen, Wheaton Chambers and Whitfield Connor as regulars. Program replaces Two in Love in the time spot.

Sunday(19)

NBC- 7-7:30pm EDT; DEBUT; People Are Funny; from KNBH(H'wood), no. of stations indefinite. Sponsor- The Toni Co (Viv, Deep Magic, Pamper Shampoo); Viv thru Leo Burnett, Inc(Chi); Acct Exec- Leonard Matthews; Deep Magic thru Weiss & Geller, Inc(Chi); Acct Exec- Kerry Sheeran; Pamper Shampoo thru Clinton E. Frank, Inc(Chi); Acct Exec- Joseph C. Spery. Pkgr & Prod- John Guedel(H'wood); Prod Mgr- Irvin Atkins; Dir- George Foxe; Writers- Jackson Stanley, Lou Shor, Walter Guedel. Art Linkletter is m.c. for the audience participation series, featuring zany stunts performed by contestants. The program replaces College of Musical Knowledge in this time spot.

NBC- 7:30-8pm EDT; RETURN; Mr. Peepers; from WNBT(NY), no. of stations indefinite. Sponsor- Reynolds Metals Co (Aluminum & aluminum products) thru Buchanan & Co(NY); Acct Exec- William E. Dasheff; and Clinton E. Frank, Inc(Chi); Acct Exec- Clinton E. Frank; Comm Superv- Wayde Grinstead; Comm Anncr- Rex Marshall. Pkgr- Talent Associates(NY); Superv- Fred Coe; Prod & Dir- Hal Keith; Prod Mgr- Robert Costello; Asst Dir- Adrienne Luraschi; Music Dir- Bernie Green; Sets- James Russell; Costumes- Rose Bogdanoff; Writers- Jim Fritzell, Everett Greenbaum; Casting- Peepers' production office, assisted by Everett Chambers, at NBC. Return of the situation comedy series, starring Wally Cox in the title role, with Patricia Benoit, Marion Lorne, Tony Randall, Georgiann Johnson and others. Last show before summer hiatus was July 4, with kine re-runs since then. The current series will be seen three Sundays of every four.

NBC- 8-9pm EDT; RETURN; The Colgate Comedy Hour; from KNBH(H'wood) and WNBT(NY) as announced, three Sundays of every four, no. of stations indefinite. Sponsor- Colgate-Palmolive Co (Halo, Ajax, Dental Cream, Soap, Fab, Shave Cream); Halo and Ajax thru Bryan Houston, Inc(NY); Dental Cream, Soap, Shave Cream thru Ted Bates & Co(NY); Fab thru William Esty Co., Inc(NY). Pkgr- NBC-TV and Ted Bates & Co for various shows. Premiere program(H'wood, NBC); Prod & Dir- Jim Jordan, Jr.; Music Dir- Gordon Jenkins. All other credits not available at press time. Program returns from summer hiatus; last show May 30. Summer replacement has been the Summer Comedy Hour; last show Sept 5.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Portia Faces Life (Mon thru Fri, 1-1:15pm EDT) Prod staff changes: Charles Irving at Young & Rubicam has replaced Beverly Smith as producer-casting dir, and Lloyd Gross as director, with Hal Cooper as alternate director. Charles Gussman will replace Mona Kent as writer in October.

Private Secretary, ON FILM; RETURN Sept 12, Sun, 7:30-8pm EDT (Sept 12, 19, 26, then alternating Sundays with the Jack Benny Show); from WCBS-TV(NY) & KNXT(H'd); no. of stations indefinite. Sponsor- American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings. Pkgr & Prod- Jack Chertok Productions(LA); Prod- Jack Chertok; Prod Superv- Harry Poppe; Dirs- Oscar Rudolph, Chris Nyby; Writers- Various. Return of the situation comedy series, starring Ann Sothern as an unconventional secretary to a talent agent; with Don Porter, Ann Tyrell, Vi Praskins, others. Program returns from summer hiatus; last show June 6. Summer replacement was Your Play Time, re-runs of films from various series; last show Sept 5. Private Secretary was seen in re-runs on NBC-TV, Saturdays, from June 19 thru Sept 4.

DuM- Schedule changes: Night Editor (Wed, 10:30-10:45pm) Last show, Sept 8; The Plainclothes Man (Sun, 9:30-10pm) Last show, Sept 12); Summer in the Park (Wed, 9-10pm) Last show, Sept 8.

NBC- The Duke (Sat, 8:30-9pm EDT) New day and time effective Sept 18. Final program in its former Fri, 8-8:30pm spot, is Sept 10. The Saturday series will be sponsored by the Toni Company thru Weiss & Geller, Inc(Chi). In its new spot it replaces Ted Mack's Original Amateur Hour, last show Sept 11.

NBC- Television Playhouse (Sun, 9-10pm EDT) Production staff changes: Prod- Gordon Duff; Assoc Prod & Script Ed- Robert Alan Aurthur; Asst to the prod- Bill Nichols; Dirs- Arthur Penn, Delbert Mann, Bob Mulligan, Jeff Hayden; Casting- Everett Chambers(NBC).

NEW NETWORK SPONSORSHIPS

GENERAL FOODS CORP (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY) will sponsor December Bride, a family situation comedy film series, over CBS-TV, Mondays, 9:30-10pm, beginning Oct 4.

PHARMACEUTICAL, INC (Geritol) thru Edward Kletter Associates, Inc(NY) will sponsor One Minute, Please, comedy panel program, over the DuMont net on Fridays, 9-9:30pm, effective Sept 24 when the program will move to the new spot from its current Tuesday, 8:30-9pm spot.

GENERAL FOODS CORP (Instant Jello Pudding) thru Young & Rubicam, Inc(NY) will sponsor the Wed, 3:30-3:45pm segment of the Bob Crosby Show (Mon thru Fri, 3:30-4pm EDT) on Sept 22, 29 and Oct 6.

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EDITOR'S NOTE: Due to general storm and hurrican warning conditions prevailing in the New York area at press time, Ross Reports has had to leave several sections out of this report for the current week, including Local Station Activity, Local Film Series and Production and Programming News, because of the extra time that would have been required to complete the Report. All the information that would have been in these sections will be included in next week's Report, for the record.

TALENT SHOWSHEET SEPTEMBER 13-19, 1954

Most of the shows on Sept. 10, 11, 12 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Sept. 17. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs Gene Autry, Roy Rogers, Four Star Playhouse, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi Cola Playhouse, Topper, Joe Palooka Story.

FRIDAY SEPTEMBER 10

GUY LOMBARDO	WNBT 7pm	Toni Arden (S)
THE STRANGER	DuM 9pm	(O) by John Gay; with Jeffrey Lynn, Karen Lenay, Peter Von Zerneck, Bruno Wick; add: Charles Andre, John O'Hare, Robert Fortin, John Conrad; (SD)
CHANCE OF A LIFETIME	DuM 10pm	Buddy Marlowe (M)

SATURDAY SEPTEMBER 11

ETHEL AND ALBERT (Peg Lynch & Alan Bunce)	NBC 7:30	regulars & Arthur O'Connell, Calvin Thomas, Maurice Wells, Tom McElhany, Jim Kelly; (SW & SD)
FOOTBALL '54	ABC 8pm	Bill Stern, Ted Husing, Francis Wallace, Albie Booth (all grid experts); Bob Hope (C, FILM), the Winged Victory Chorus, Jonathan Lucas (D), the Bench Warmers (D), Alta Burg (baton twirler), Harry Sosnik & ABC Orch; (O) by Stanley Silverman; Dir by Cort Steen (THIS DATE ONLY)
The Lone Wolf (Louis Hayward)	WNBT 11:15	Memo: Wife - (O) by Antony Ellis (based on Lone Wolf character created by Louis Joseph Vance); with John Doucette, Kristine Miller, Dabbs Greer, Michael Colgan; (SD) by Donald Hyde

SUNDAY SEPTEMBER 12

THROUGH OTHER EYES (John Wingate)	WNBT 3pm	David Walker replaces Richard Greenough as permanent panelist; Pierre Crenesse returns
HALLMARK HALL OF FAME	NBC 5pm	Do Not Cry For Me - (O) by Eileen & Robert Mason Pollock; with John Sheppard, Harry Lauter, Suzanne Tafel, Lyle Talbot, Robert Lynn; (SD, FROM HOLLYWOOD)
Lassie	CBS 7pm	(O) by Claire Kennedy; with regulars: Tommy Rettig, Jan Clayton, George Cleveland, Lassie; & Erville Alderson, Myron Healey, John Harmon, Lee Erickson, Jim Hayward, Phyllis Kennedy; (SD) by Sheldon Leonard (PREMIERE OF NEW SERIES)
Private Secretary (Ann Sothern)	CBS 7:30	Good Neighbor - (O) by Tom Sellers; with regulars & Joan Banks, Mary Ellen Kay, Christian Drake, Joseph Martorano, Ronald & Donald Raby; (SD) by Oscar Rudolph (FALL PREMIERE)
MAX LIEBMAN SPECTACULAR	NBC 7:30	Satins and Spurs - with Betty Hutton, Kevin McCarthy, Neva Patterson, Guy Raymond, Josh Wheeler, Ray Drakeley, Leonard Elliot, Genevieve; add: Joe Ross, Ethel Owen (PREMIERE, COLOR)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Three Motives for Murder - (O) by Keeton Drischell; with regulars & Carl Betz, Jean Gillespie, Peggy Maurer, Alfred Sanders, Paul Genge; (SD)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	Big Man on Campus - (O) by Robert Alan Aurthur; with Stephen McNally, Richard Jaeckel, Constance Ford, Bern Hoffman, Dolores Mann, Frederic Downs, Brian Hutton, Michael Dreyfuss; (SD)
THE WEB	CBS 10pm	A Sense of Honor - (O) by Sigmund A. Stoler; with Lori March, Bart Burns; add: Eric Sinclair, Rusty Lane, Doris Roberts, William Sharon, John Shellie, John Shafer; (SD)

MONDAY SEPTEMBER 13

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Archie Buys a Fiddle - with regulars & Sig Ruman, Art Lewis; (SW & SD)
THE VOICE OF FIRESTONE (Howard Barlow)	NBC 8:30	Thomas L. Thomas (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Beverley Somach (M), Kevin Scott (S), the Chandler Trio (Marvin, Marcella, Marlene Chandler, all S)
Medic	NBC 9pm	White is the Color - with Richard Boone, Beverly Garland, Lee Marvin; (SW) by James Moser; (SD) by Bernard Girard (PREMIERE)
Public Defender (Reed Hadley)	CBS 9pm	Road to Nowhere - (O) by Al C. Ward; with Ken Tobey, Gil Frye, Esther Dale, Allene Roberts, Chris Drake; (SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Ten Minute Alibi - (O) by Anthony Armstrong, (A) by Alvin Sapinsley; with regulars; Dir by John Newland
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Cliff - (O) by Michael Dyne, (A) by Rita Weiman; with Maria Riva, Murray Matheson, Loren Greene, Hildy Parks, Martin Brooks, Marjorie Eaton, Joe Verdi, Anatole Winogradoff; (SD) by Allen Reisner
Adolphe Menjou's Favorite Story	WNBT 10:30	The Lost Years - (O) by Alfred Lord Tennyson, (A)-(SW); with Pamela Duncan, Ray Montgomery, Robert Patton, Helen Brown, Kim Charney, Rankin Mansfield, Stanley Farrar; (SD)

TUESDAY SEPTEMBER 14

Janet Dean, R. N. (Ella Raines)	WNBT 8pm	Talbot Case - (O) by Max Wilk; with Meg Mundy, Lenore Lonergan Russell Hardie, John McGovern; (SD)
ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 8:30	Jimmy Nelson (ventriloquist), Peter Gladke (D), Lenny Claret (D), Michael & Hilda Terrace (D), Andy Alvarez (D)
Fireside Theater (Gene Raymond)	NBC 9pm	Smoke and Fire - (O) by Hagar Wilde; with Randy Stuart, Dan Barton, Robert Sherman, Louise Lorimer, William Forrest, Barbara Brown, Kathryn Card, Hal Taggart; (SD)
Danny Thomas	ABC 9pm	regulars & Tom Tully, Richard Wessel; (SW & SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Jody and Me - (O) by Irving Gaynor Neiman; with James Dunn, Paddy McCormack, Mary Welch, Ruth Gates, Meb Wylie; (SD)
THE UNITED STATES STEEL HOUR	ABC 9:30	Notebook Warrior - (O) by Ira Levin; with Richard Kiley, Sidney Blackmer, Ben Gazzara, Bob Scheerer, Jack Naughton, Mitchell Agruss, P. Jay Sidney; (SD)
DANGER	CBS 9:30	One for the Angels - (O) by Rod Serling; with Harry Townes, John Sylvester, John S. Hamilton, Christopher Barbery, Barbara Ellen Myers; (SD)
LIFE WITH FATHER (Leon Ames & Lurene Tuttle)	CBS 10pm	Father and the Railroad - (O) by Harry Kronman; with regulars & Gavin Gordon, Ralph Moody, Sam McDaniel, Nolan Leary, Ray Kellog, Billy Gould, Joe Roach; (SD, FROM HOLLYWOOD)

WEDNESDAY SEPTEMBER 15

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Education and Brawn - with regulars & Richard Tyler, Frankie Danon, George Meader, Carole Mathews, Ray Hatton, Sara Haden
KRAFT TELEVISION THEATRE	NBC 9pm	The Witch Child - (O) Olive Burt; (A) by Lois Landauer; with Stevie Harris, Adele Newton, Ethel Remey, Don Briggs, Mary Howard, Crahan Denton, Patrick Mahoney, Dortha Duckworth, Doug Cummings, Richard Olsen, Edward Bryce, Tommy Halloran; (SD)

WEDNESDAY SEPTEMBER 15 (Cont'd)

THE BEST OF BROADWAY	CBS 10pm	The Royal Family - (O) by George S. Kaufman & Edna Ferber, (A) by Ronald Alexander; with Helen Hayes, Claudette Colbert, Fredric March, Charles Coburn, Nancy Olson, Kent Smith, Evelyn Ellis, John Marriott, Chandler Cowles, S. K. Hershewe, Joseph Roman, Jess Stearn, Michael Dowd, John Seven; Dir by Paul Nickell (PREMIERE, COLOR)
Douglas Fairbanks	WNBT 10:30	A Lesson in Love - (O) by Michael Gordon; with Robert Coote, Dulcie Gray; (SD) by Leslie Arliss

THURSDAY SEPTEMBER 16

The Ray Milland Show	CBS 8pm	(O) by Lee Loeb, (A) by Rik Vollaerts; with regulars & Hans Conreid; (SD) by Jules Bricken (PREMIERE, NEW SERIES)
JUSTICE (Westbrook Van Voorhis)	NBC 9:30	The Deadly Silence - (O) by Irving Gaynor Neiman; with Dennis O'Keefe, Mildred Dunnock, William Redfield, Allen Nourse, Victor Thorley; (SD)
SO YOU WANT TO LEAD A BAND?	ABC 9pm	Jill Corey (S)
KRAFT TELEVISION THEATRE	ABC 9:30	Guest in the House - (O) by Hagar Wilde & Dale Eunson, (A)-(SW); with Lenka Peterson, Karl Swenson, Joan Tomkins, Dorothy Sands, Jada Roland, Bibi Osterwald, Leora Thatcher, Katherine Meskill, Al Markim; (SD) by Fred Carney
LUX VIDEO THEATRE (James Mason)	NBC 10pm	Hold Back the Dawn - (O) by Ketti Frings, adapted for Paramount film by Charles Brackett & Billy Wilder, TV (A)- (SW); with Fernando Lamas, Maria Palmer, Toni Gerry, Robert Emmett Keane, Leonid Kinsky, George Eldredge; (SD) by Buzz Kulik (HOLLYWOOD)
THE TELLTALE CLUE (Anthony Ross)	CBS 10pm	The Cellar-Dweller - (O) by Herman Vallin; with cast to be announced; (SD)

FRIDAY SEPTEMBER 17

MAMA (Peggy Wood)	CBS 8pm	T. R. and the Dentist - (O) by Jerome Ross; with Ruth Gates, Kevin Coughlin, Jock MacGregor, George Ebeling; (SD)
The Life of Riley (Bendix)	NBC 8:30	regulars & Gregory Marshall; (SW & SD)
THE BIG STORY (Norman Rose)	NBC 9pm	Charles McKinney, Tulsa, Oklahoma - (O) by Norman Lessing; with Carl Betz, Joyce Van Patten, Richard Hylton, Somer Alberg, Stephen Courtleigh; (SD)
Schlitz Playhouse	CBS 9pm	Reunion at Steepler's Hill - (O) by Monte Pittman; with John Ireland, John Larch, James Bell, Dorothy Patrick, Steven Terrell, James Birch; (SD) by Harold Schuster

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 10 THRU FRIDAY SEPTEMBER 17

GEORGE SKINNER	WCBS 9am	M - Zippy the Chimp; Tu - Parker Fennelly (C); Thu - Ruth Manecke & animals
GARRY MOORE	CBS 10am	Thu - Don Adams (C); F - Jackie Bright (C)
STRIKE IT RICH	CBS 11:30	F (9/10) - Martha Hyer
TED STEELE	WOR 2:30	M thru F - Tommy Mara (S); Dana & Wood (C)
HOWDY DOODY	NBC 5:30	M thru F - Happy Felton subs for ailing Bob Smith; Gabby Hayes also appears on irregular basis
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - Hemingway - (O) by Bernard Girard & Richard Dorso, (A) by Arthur E. Orloff; with Robert Nichols, Mary Shipp, Wally Richard, Virginia Hall, William Boyett, Ted Thorpe, James Craven, Charles Meredith; (SD) by Bernard Girard; Thu - Choice of Weapons - (O) by Albert Duffy, story supervision by Budd Lesser; with Gloria Swanson, Phillip Terry, Carlos Muzquiz, Irving Lee, Antonio Carbajal, Jorge Trevino; Dir by Edward C. Simmel
MAGIC COTTAGE	WABD 6:30	M thru F - Stewart Bradley, Harry Mehaffey

Col. March of Scotland Yard (Boris Karloff)	WABC	Tu 6:30 - The Missing Link - with Ewan Roberts, Stuart Lindsell, Evelyn Inness, Joseph Tomelty, Tom Grafton, Douglas Herald; W 9:30pm - The Deadly Gift - with Sandra Dorne, George Coulouris, Tommy Duggan, John Gabriel, Ewan Roberts; (SW & SD)
STEVE ALLEN	WNBT 11:20	M - Allyn Edwards, Sydney Smith, Jack LaDelle, Tex & Jinx McCrary, Jimmy Coy, Stan Freeman, Fleetwood (all WNBC radio stars)

SATURDAY SEPTEMBER 18

Captain Midnight (Richard Webb)	CBS 11am	Deadly Diamonds - (O) by William Lively, (A) by Wallace Bosco; with regulars & Gary Gray, John Hamilton, Ed Hinton, John Cason, Zon Murray, I. Stanford Jolley; (SD)
The Range Rider (Jack Mahoney)	WNBT 6:30	Rustler's Range - (O) by Elizabeth Beecher; with regulars & Ruth Brady, Sandra Valles, Denver Pyle, Ewing Mitchell; (SD)
STAGE SHOW (Dorsey Brothers)	CBS 8pm	The Mills Brothers (S), Jack E. Leonard (C), Lionel Hampton & His Rhythm Trio, the Seven Ashtons (acro) (LAST SHOW)
LET'S DANCE	ABC 8pm	Ralph Flanagan & His Orchestra, Julius LaRosa (S), Bud & Cece Robinson (D), Kee Largo (S), the Rhythmettes (S), The Singing Winds (S), The Flatbush Five (S), Martha Wright (S) (FROM NY); Art Mooney & His Orchestra, June Valli (S), Los Gatos (acro), Fran Allison (FROM CHICAGO) (PREMIERE)
The Lone Wolf (Louis Hayward)	WNBT 11:15	Memo: The Emerald Ring - (O) by Mindret Lord; with Helen Wescott, Barney Phillips, Wally Cassell, Lorna Thayer, Byron Keith; (SD)

SUNDAY SEPTEMBER 19

YOU ARE THERE	CBS 6:30	William Pitt's Last Speech to Parliament - (O) by Maury Stern; with Lorne Greene, Wesley Addy, Jack Livesey, Ray Bramley, Francis Bethencourt, Basil Langton; puppets by Bil Baird; (SD)
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Gene Saks; (SW & SD, FALL PREMIERE)
Private Secretary (Ann Sothern)	CBS 7:30	The Rivals - (O) by Leonard Gershe; with regulars & Paul Brinegar, Glenn Langan, Joan Banks, Jesse White, George E. Stone, Gladys Hurlbut; (SD) by Oscar Rudolph
COLGATE COMEDY HOUR	NBC 8pm	Mischa Elman (M), Maria Tallchief (D), the Vagabonds (S), Patti Page (S), Louis Armstrong (S&M), Gordon Jenkins & Orch. (FALL PREMIERE)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Middle of the Night - (O) by Paddy Chayefsky; with Eva Marie Saint, E. G. Marshall, Steven Hill, Ann Shoemaker, Peg Hillias (SD) by Del Mann
The Loretta Young Show	NBC 10pm	The Lamp - (O) by Edna Brophy; with Paul Langton, Doris Singleton, Howard Wendell, Peter Hansen, Jerry Hausner, Paul Gary, John Bond; (SD)
THE WEB	CBS 10pm	The Face on the Shadow - (O) by Joe Bates Smith; with Fay Bainter, Gene Lyons, Lois Nettleton, Helen Ray; (SD)

N E W Y O R K T A L E N T A V A I L A B I T I E S

TANAQUIL LeCLERQ - prima ballerina of the City Center - CONTACT: Wilbur Pippin, CH 4-5185

GINA LOLLABRIGIDA - Italian film actress arrives Sept. 14 for 10 days - CONTACT: Al Margolies, MU 8-8419

HARTZELL SPENCE - author of Bride of the Conqueror, published by Random House on Sept. 27 - CONTACT: Irma Greenberg, PL 1-2600

EILEEN TODD - Coral Records star - CONTACT: Gene Shefrin, TE 8-8300

MARTHA HYER - film actress, soon to be seen in Sabrina - CONTACT: Burt Champion, BR 9-8700

BRIAN SULLIVAN - tenor of the Met - AGT: NCAC, PL 9-6000

EARTHA KITT - currently rehearsing for Mrs. Patterson - PRESS: Bill Doll, WI 7-2386

TALLULAH BANKHEAD - opening Wed. in Dear Charles PRESS: R.S. Maney, CI 7-4646

EVELYN ELLIS - in Royal Family (See P. C) - AU 6-3711

Ross Reports ON TELEVISION

SEPTEMBER 20-26, 1954

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EDITOR: Jerry Leichter
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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS
(Programs return to Standard Time, 2:00 a.m., Sept. 26)

Monday(20)

ABC- 8-8:30pm EDT; DEBUT; Come Closer; from WABC-TV(NY), to the net. Sustaining. Pkgr- Robert Jennings-Herbert Moss Productions(NY), created by Jennings; Prod- Herbert Moss; Prod Superv- Lou Cohan; Dir- Lou Sposa; Music Dir- Alan Roth; Sets- Romain Johnston; Continuity- Jay Burton, Howard Beck; Anncr- Johnny Hicks. A comedy-audience participation show, starring ventriloquist Jimmy Nelson, with "Danny O'Day," "Humphrey Higby" and "Farfel". Studio contestants coming closest to correct answers to questions win cash and prizes. All questions have a comic twist. Program replaces documentary and public services films in this spot.

CBS- 5-5:30pm EDT, Mon, Tue, Thurs; 5:15-5:30pm, Wed, Fri; RETURN; U.N. In Action; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS News & Public Affairs with the United Nations; Prod- Paul Levitan (first week), then James Cahoon; Dir- Emery Kelen(UN); Asst Dirs- Bill Howell, Karl Genus(CBS). CBS News U.N. correspondent Larry LeSueur and his staff present news reports and interviews concerning meetings of the 9th session of the U.N. General Assembly, with telecasts of parts of the sessions live and also quick kines of important developments earlier in each day. The 8th Session, in recess since Dec 9, 1953, reconvenes Sept 20 and then adjourns with the 9th Session opening Sept 21.

CBS- 10-11pm EDT; RETURN; Studio One; from WCBS-TV(NY), 78 stations live, 16 kine. Sponsor- Westinghouse Electric Corp (Appliances) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis; Agcy Superv- Tom Losee; Comm Superv- Andy Christian; Comm Anncr- Betty Furness (live). Pkgr- CBS-TV(NY); Prod- Felix Jackson; Assoc Prod- William Markham Altman; Dirs- (alt) Paul Nickell, Franklin Schaffner; Assoc Dirs- Paul Stanley(Nickell), Joseph Dackow(Schaffner); Music Consultant- Alfredo Antonini; Sets- Willard Levitas, Kim Swados; Script Ed- Florence Britton; Casting- James Merrick(CBS); Costumes- not avail at press time. Original television dramas and adaptations of plays and novels, with top stars and supporting players. Program returns for its 7th season (debuted Nov 7, 1948) after summer hiatus; last show June 14. Summer replacement has been Studio One Summer Theatre; last show Sept 13. (See page B for premiere cast credits).

NBC- 8-9pm EDT; SPECIAL; Operation Entertainment; from KNBH(LA), to the net. Sustaining. Pkgr- NBC-TV with U.S. Armed Forces and AFTRA; Prods & Dirs- Robert Welch, William Kayden; Writer- Glenn Wheaton. (Continued next page)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Monday(20)

NBC- Operation Entertainment (Cont'd from previous page): Special tribute to performers who have entertained troops overseas, with William Holden, Ronald Reagan and Tyrone Power as m.c.'s. Program will include a filmed segment of Gen. Matthew B. Ridgway, Army Chief of Staff, speaking from Washington.

NBC- 9:30-10:30pm EDT; RETURN; Robert Montgomery Presents (The American Tobacco Theatre & The Johnson's Wax Program); from WNBT(NY), 64 stations live, 30 kine. Alternate sponsors- 1) American Tobacco Co (Lucky Strike Cigarettes and Herbert Tareyton Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings; Agcy Superv- Henry Caruthers; Comm Superv- Bernard Haber; Comm Anncrs- Andre Baruch, Sandy Becker. 2) S. C. Johnson & Son, Inc (Waxes) thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- James Isham; Agcy & Comm Superv- Robert Salter(NY); Comm Anncrs- Wed Howard(film), Bob Stanton(live). Pkgr- Neptune Productions(NY); Exec Prod- Robert Montgomery; Prod Superv- Joseph W. Bailey; Asst to Mr. Bailey- Hank Colman; Dirs- Norman Felton(American Tobacco), James Sheldon and others(Johnson's Wax); Sets- Syrjala; Costumes- Jane Burroughs; Casting- Doris Sharp(at Neptune). A wide range of original dramas and adaptations of plays, novels and stories, with top stars. Robert Montgomery is host and narrator for each show and occasionally appears as a starring actor. Program returns after summer hiatus; last show June 21. Summer replacement was a stock company version of the fall series; last show Sept 13.

Tuesday(21)

CBS- 8:30-9pm EDT; RETURN; The Blue Angel; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV with Herbert Jacoby(owner of The Blue Angel); Exec Prod- Richard Lewine; Prod & Dir- Don Appell; Sets- Jack Landau; Writer- Alen(cq) Robin; Casting- Henri Gine(Artists Corp of America) and Herbert Jacoby. Music variety show with Orson Bean as m.c. and comedian returns for four weeks. It had previously been seen, 10-10:30pm during the summer; last show Aug 24. In its new spot it replaces Juvenile Jury; last show Sept 14. The new series will again present a variety of acts, with Norman Paris conducting the orchestra.

CBS- 8-8:30pm EDT; RETURN; Red Skelton Show; from WCBS-TV(NY) for first two programs, then from KNXT(LA), to the net. Sustaining. Pkgr- CBS-TV(LA); Prods- Doug Whitney & Jack Donohue; Dir- Jack Donohue; Music Dir- David Rose; other credits not avail at press time. Red Skelton returns with his familiar characterizations and will present top name guests and talent in his new show. Program returns from summer hiatus; last show June 15, in 8:30-9pm spot. Now it moves up one half-hour and replaces The Gene Autry Show, which moves to Sat, 7-7:30pm, effective Sept 25.

DuM- 9-9:30pm EDT; DEBUT; Studio 57, ON FILM; from WABD(NY), approx 30 stations, net and delayed. Sponsor- H. J. Heinz Co (Canned foods) thru Maxon, Inc (Detroit); Acct Exec- Hunter Hendee; Agcy Superv- Ed Wilhelm(NY); Comm Superv- Leo Langlois(Detroit); Commls- On film. Pkgr & Film Prod- Revue Productions (at Republic Studios, H'wood); Prod Exec- Carl F. Hiecke; Dirs- Herschel Daugherty, Richard Irving, John English; Asst Dirs- James Hogan, Wm. Beaudine, Jr., Willard Sheldon; Sets- James S. Redd, Armor B. Goetten; Script Ed- Jerome S. Siegel(MCA); Writers- Various; Camera- John MacBurnie, Ellsworth Fredericks, Clark Ramsey. New series of films, starring well-known Hollywood actors in a wide variety of dramas, including comedy and westerns.

NBC- 8-9pm EDT, every other Tuesday; RETURN; Buick-Berle Show; from WNBT(NY), 82 stations live, 24 kine. Sponsor- Buick Motors Div., General Motors Corp thru Kudner Agency, Inc(NY); Acct Exec- James Cochran; Agcy & Comm Superv- Hank Ladd; Comm Anncr- Jack Lescoulie (live). Pkgr- William Morris Agency(NY); Prod & Dir- Milton Berle; Prod Superv- Irving Gray; (Continued next page)

Tuesday(21)

NBC- Buick-Berle Show (Cont'd from previous page): Music Dir- Alan Roth; Sets- Don Shirley; Costumes- Guy Kemp; Choreog- Herb Ross; Writers- Goodman Ace, Selma Diamond, Mort Green, George Foster, Jay Burton, Jerry Seelen, Lee Pockriss. Milton Berle returns as star of his comedy-variety-musical show, with regulars Ruthie Gilbert and Arnold Stang returning from last season, and with Nancy Walker added for this season. Program returns from summer hiatus; last show; June 8. Summer replacements have been Midwestern Hayride, 8-8:30pm, and The Arthur Murray Party, 8:30-9pm; last shows for both, Sept 14.

Friday(24)

NBC- 8-8:30pm EDT; SPECIAL; The Keefe Brasselle Show; from KNBH(LA), to the net. Sustaining. Pkgr- NBC-TV(LA); Prod- Pete Barnum; no other credits avail at press time. Keefe Brasselle stars in a one-time showcase presentation of a new musical variety show, with vocalist Peggy King as guest.

Saturday(25)

CBS- 8-9pm EDT; RETURN; Jackie Gleason Show; from WCBS-TV(NY), 100 stations live, 14 kine. Sponsors- 1) W. A. Sheaffer Pen Co (Pens and ink) thru Russel M. Seeds Co., Inc(Chi); Acct Exec- Harry H. Maus; Commls- On film. 2) Schick, Inc (Electric Shaver) thru Kudner Agency, Inc(NY); Acct Exec- Alfred Corrigan; Agcy & Comm Superv- A. A. Coughlin; Comm Anncr- Bill Nimmo (live). 3) The Nestle Co., Inc (Nescafe) thru Bryan Houston, Inc(NY); Acct Exec- William C. Geoghegan; Agcy Superv- Chester Kulesza; Comm Superv- Wyn Walshe; Comm Anncrs- Jimmy Blaine & Bess Myerson. Pkgr- Jackie Gleason Enterprises(NY); Exec Prod- Jack Philbin; Prod- Jack Hurdle; Prog Coord- Stanley Poss; Dir- Frank Satenstein; Music Dir- Ray Bloch; Sets- Randy Gunter; Costumes- Peggy Morrison; Choreog- June Taylor; Prog Anncr- Jack Lescoulie; Writers- Marvin Marks, Walter Stone, Lenny Stern, Sidney Zelinka. Jackie Gleason returns with story-characterizations and variety; with Art Carney, Audrey Meadows and the June Taylor Dancers. Program returns from summer hiatus; last show June 26. Summer replacement was Stage Show; last show Sept 18.

NBC- 9-10:30pm EDT; DEBUT; Max Liebman Saturday Spectacular (Lady In The Dark), from WNBT(NY), 92 stations live, possibly more. Presented every fourth week. Sponsor- Oldsmobile Div., General Motors Corp thru D. P. Brother & Co., Inc(Detroit); Acct Exec- Clarence Hatch, Jr. Pkgr- NBC-TV(NY); NBC Superv- Hal Janis; Prod & Dir- Max Liebman; Asst to Prod- Max Siegel; Assoc Prod- Bill Hobin; Music Dir- Charles Sanford; Orchestrations- Irwin Kostal; Art Dir- Frederick Fox; Costumes- Paul DuPont; Choral Dir- Clay Warnick; Choreog- Rod Alexander; Book- Moss Hart; Adapted by- Max Liebman and Billy Friedberg. Ann Sothern stars as Jenny in "Lady In The Dark," the first of Max Liebman's Saturday night series of color spectaculars. Saturday Night Revue, summer replacement program in this time spot since June 12 replaced Your Show of Shows which left the air. Revue's last show was Sept 18.

Sunday(26)

ABC- 2pm-to concl EST, also 5:05pm-to concl EST; RETURN; Professional Football; Chicago games from WBKB(Chi); Washington games from WMAL-TV(Wash). Sponsor of home games of Chicago Bears and Chicago Cardinals, alternating with local sponsors of halves of each game- Standard Oil Co of Indiana thru D'Arcy Advertising Co (St. Louis) for 18 markets; other markets are co-op. Pkgr & Prod- ABC-TV Sports Dept; Superv- Les Arries; Color & Commentary- Red Grange and Bill Fay. Sponsor of home and away games of Washington Redskins- American Oil Co (AMOCO) thru The Joseph Katz Co(Balt) for markets in Washington, D.C., Birmingham, Ala., and Florida; other markets in southeast are co-op. Pkgr & Prod- ABC-TV Sports Dept; Superv- Ross Worthington; Color & Commentary (for AMOCO)- Jim Gibbons and Bill Malone(WMAL); (Co-op)- Dutch Bergman and Bob Wolfe.

Sunday(26)

CBS- 3-3:30pm EST; RETURN; Now and Then; from KNXT(LA), to the net. Sustaining. Pkgr- CBS-TV(LA); Prod- William Whitley; Dir- Bill Alcine. Dr. Frank Baxter, professor of English Literature at the University of Southern California, takes viewers thru the world of literature, old and new. The program had formerly been seen Sundays, 6-6:30pm and went off the air for two weeks after the program of Sept 5. (See page 149).

CBS- 3:30-4pm EST; RETURN; Adventure, LIVE & FILM; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY) with the American Museum of Natural History; Prod- Perry Wolff; Dir- Tom Donovan; Assoc Prods- Robert Northshield & Jac Venza. Charles Collingwood is narrator and host of the series which presents the adventure of life on earth through two points of view, personal and cultural; with interviews with scientists and others, and film and live presentations of scientific answers to questions about the earth and its inhabitants. Program returns from summer hiatus; last show June 27.

CBS- 9-9:30pm EST; DEBUT; General Electric Theatre, LIVE & FILM; from WCBS-TV(NY) and KNXT(LA), 87 stations live and net, 30 kine and delayed. Sponsor- General Electric Co thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec & Agcy Superv- W. Barry McCarthy; Comm Superv & Dir- Al Cantwell; Comm Anncr- Don Herbert. Pkgr- MCA-Revue Productions; Exec Prod- Allen Miller(Revue); Prod- Mort Abrahams(live); Leon Gordon, Z. Wayne Griffith(film); Dir- Don Medford(live); Writers- Various. Fifty-two week series, including 22 live dramas, four Fred Waring musical presentations and 26 film dramas, from both New York and Hollywood. Ronald Reagan is host and narrator on each program and occasional star in several shows. Dramas will include adaptations of the works of many noted authors with major stage, screen and TV stars in lead roles. The program replaces a film drama series of the same title in this time spot and also the Fred Waring Show formerly presented regularly during the fall and spring seasons.

DuM- 2-4:30pm approx EST Sundays; 8-10:30pm approx EST Saturdays; RETURN; National Professional Football League Games; from various stations over a group of regional networks for about 100 markets. Sponsors- 1) Atlantic Refining Co thru N. W. Ayer & Son, Inc(Phila) will sponsor 12 New York Giants home and away games, six away games of the Philadelphia Eagles and five road games of the Philadelphia Steelers for New York-New England net. 2) Carling Brewing Co., Inc thru Lang, Fisher & Stashower, Inc(Cleveland) will co-sponsor 12 home and away games of the Cleveland Browns for an Ohio-Pennsylvania net. 3) Goebel Brewing Co thru Brooke, Smith, French & Dorrance, Inc(Detroit) will co-sponsor five away games of the Detroit Lions. 4) Gunther Brewing Co thru The Joseph Katz Co(Balt) will co-sponsor six road games of the Baltimore Colts and five other games for Baltimore Washington and York, Pa. Chevrolet Dealers of Western Pennsylvania thru Ketchum, MacLeod & Grove, Inc(Pitt) will sponsor the Steeler games with Atlantic Refining Co. Piels Bros., Inc thru Young & Rubicam, Inc(NY) will sponsor the Eagles with Atlantic. Schick, Inc thru Kudner Agency, Inc(NY) will sponsor one quarter of 40 games in 91 markets, involving games of the Giants, Browns and Colts. Pkgr- DuMont Sports Dept with the National Professional Football League; Prod- Tom McMahon(DuM), with various crews; Anncrs- Chris Schenkel, New York Giants' games; Byrum Saam, Philadelphia Eagles' games; Ken Coleman, Cleveland Browns' games; Joe Tucker, Pittsburgh Steelers' games; Bob Kelley, Los Angeles Rams' West Coast games. Football telecasts of home and away games of professional football teams on Saturday evenings and Sunday afternoons on a skip-city schedule under which games are not shown in cities where other professional football teams of the league may be playing, with home cities also blacked out.

Sunday(26)

DuM- 9:30-10pm EST; RETURN; Life Begins at Eighty; from WABD(NY), 11 stations live, 11 kine. Sponsor- Serutan Co thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter; Agcy & Comm Superv- Don Blauhut. Pkgr- Barry, Enright & Friendly(NY); Prod & Casting- Mike Oppenheimer(BE&F); Dir- David Lowe(DuM); Asst Dir- Steve Otis; Music- Harold Fonville, Bob Downey (pianists). Jack Barry m.c.'s a panel quiz with all panelists over 80 years of age; with regulars Thomas Clark, Lucia Segar, Fred Irving Cot, Fred Stein and Georgiana Carhart. Program returns from summer hiatus to a new day and time; last show June 18. The Plainclothes Man was formerly seen Sundays, 9:30-10pm; last show Sept 12.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Shipstad & Johnson Ice Follies of 1955; SPECIAL Sept 16; Thurs, 8:30-9pm PDT; from KABC-TV(LA), 5 stations live, 11 kine; additional kines later. Sponsor- Ice Follies thru Walter McCreery, Inc(Beverly Hills). Dir- Stuart W. Phelps; Tech Dir- Harold Huntsman. Premiere of the 1955 Ice Follies, beginning in Los Angeles, with interviews of celebrities by Harry Von Zell.

NCAA Football (Sat afternoon, various times) Add announcers and sponsors: Bill Stern will conduct pre-game and post-game shows and "color" commentary on the games, with Tom Harmon and Jack Drees doing the play-by-play announcing. Games will be sponsored on a full net, except for California, Oregon, Washington and Texas (See page 153 for sponsors in those states) by Amana Refrigeration, Inc thru Maury, Lee and Marshall(NY); The Maytag Co thru McCann-Erickson, Inc(Chi); The Zenith Radio Corp thru Young & Rubicam, Inc(Chi); all three are appliance manufacturers.

CBS- Address by Adlai Stevenson; SPECIAL Sept 18; Sat, 11:15-11:45pm EDT; from WFMB-TV(Indianapolis), to the net. Sustaining. Pkgr- CBS-TV; Prod- Paul Levitan. A major political address by Adlai E. Stevenson at the Democratic Party $100-a-plate dinner at Murat Temple, Indianapolis.

Arthur Godfrey and his Friends (Wed, 8-9pm EDT) Change: Music Dir- Neal Hefti, instead of Jerry Bressler (See page 152).

A Precious Heritage; SPECIAL; began Sept 5 for four weeks; Sun, 10-10:30am EDT; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs Dept with American Jewish Tercentenary Committee; Exec Prod- George Crothers; Prod Superv & Script Ed- Pamela Ilott; Dir- George Gould; Writer- Morton Wishengrad. Four week dramatic series commemorating the 300th anniversary of the settlement in America of members of the Jewish faith. Program replaces Lamp Unto My Feet in this time spot, with Lamp returning Oct 3.

DuM- Concert Tonight!; DEBUT Sept 15; Wed, 9-10pm EDT; from WABD(NY), to the net. Sustaining. Pkgr- Dumont; Prod- Roger Gerry; Dir- Frank Bunetta. Special series of music programs featuring the New York Concert Orchestra and Concert Choir, both founded and conducted by Margaret Hillis. Mitch Miller is commentator for the first and third weeks only.

They Stand Accused (Thur, 8-9pm EDT) Production credit changes: Prod- Jay Faraghan; Assoc Prod- Richard von Albrecht; Dir- Lee Tredanari. (See page 147).

NBC- American Inventory, LIVE & FILM; RETURN Sept 19; Sun, 2-2:30pm EDT; from WNBT(NY), to the net. Sustaining. Pkgr- Teleprograms, Inc(NY), under a grant from Alfred P. Sloan Foundation; Prod- Robert Wald; Asst Prod- Martin Cohen; Dir- Various; Writers- Various. Documentary presentations of many facts and facets of American life; many of the programs are live, with some on film. Program returns after hiatus.

OTHER NET CHANGES(Cont'd)

NBC- Place the Face; RETURN Sept 18; Sat, 8:30-9pm EDT; from KNBH(LA), no. of stations indefinite. Sponsor- The Toni Co (Viv, Pamper, Deep Magic); Viv thru Leo Burnett, Inc(Chi), Pamper thru Clinton E. Frank, Inc(Chi); Deep Magic thru Weiss & Geller, Inc(Chi); also other products thru these agencies. Pkgr- Target Productions(H'wood); Exec Prod- Paul Edwards; Prod & Dir- Joe Landis; Continuity Ed- Tom Adair; Anncr- John Narz. Bill Cullen m.c.'s this audience participation quiz, which has been seen over CBS-TV, co-sponsored by Toni, with its last CBS-TV show on Aug 26. It had previously been on NBC-TV; original debut July 2, 1953. In its new NBC spot it replaces Ted Mack's Original Amateur Hour. It had previously been announced that The Duke would fill the spot for the sponsor, but the latter has now gone off the air; last show Sept 10 (See page 155).

The Betty White Show (12noon-12:30pm, Mon thru Fri) New time, effective Sept 13. Program switches times with The Bob Smith Show (now 4:30-5pm EDT). Skitch Henderson is now featured on the latter, substituting for Bob Smith.

NEW NETWORK SPONSORSHIPS

PHARMACEUTICAL, INC (Geritol) will not sponsor One Minute, Please over the DuMont net as originally announced. THE SERUTAN CO, thru Edward Kletter Associates, Inc(NY), also the agency for Pharmaceutical, Inc., will continue its sponsorship of The Stranger, Fri, 9-9:30pm, the spot intended for One Minute, Please (See page 155).

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - The Story of Rosh Hashanah; SPECIAL Sept 21; Tue, 7:30-8pm EDT, one time. Sponsor- General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY). Pkgr- Joseph Jacobs(NY); Prod & Dir & Writer- Sholem Rubinstein; TV Dir- Alan Pottasch(ABC); Music & Lyrics- Dick Manning. Commemoration of the Jewish New Year and a dedication to the 300th anniversary of the American-Jewish community, with musical narration of episodes highlighting the place of prominent Jews in American history.

WABD(Ch 5) New York - We Love Dogs; RETURN Sept 19; Sun, 5:30-6pm EDT. Sponsor- Kasco Mills, Inc (Kasco Dog Food) thru Clark & Bobertz(Detroit). Pkgr- Harry Solow Productions(NY); Exec Prod- Marc Ivey; Prod- Harry Solow, Jr.; Dir- Ed O'Brien. Canine variety show, with obedience training, guest stars, etc., with Mavis Mims as hostess-m.c. and featuring John McKnight and Mike Nuzzola.

WOR-TV(Ch 9) New York - The Lew Bedell Show; DEBUT Sept 20, Mon thru Thurs, 2-2:30pm EDT. Participations. Pkgr & Prod- Lew Bedell; Dir- Richard Simon(WOR-TV). Comedy-variety program, starring comedian Lew Bedell, with Doug Mattson, in skits and satires, with amateur pantomimists on several days. Program replaces The Allen Prescott Show in this time spot.

WPIX(Ch 11) New York - I Made the News; DEBUT Sept 19; Sun, 7-7:30pm EDT. Sponsor- N. Y. Daily News (direct). Pkgr & Prod- Barbara Hotchkiss & Jose di Donato. Bob Sullivan, Daily News feature writer, is m.c. for a panel including Johnny Olsen, Eloise McElhone and Allen Ludden and a "mystery" guest from a Broadway show. The panel attempts to identify famous news personalities of today and yesterday from clues.

WBBM-TV(Ch 2) Chicago - Looking Forward; DEBUT Sept 13; Mon thru Fri, 4:30-5pm CT. Sustaining. Pkgr- CBS-TV with Chicago area colleges; Prod- Harry Coons; Prog Coordinator- Virginia Renaud; Dir- Bill Taylor; Writer- Frank Cresic. Frank Reynolds is moderator for the program presenting cultural elements of entertainment available from colleges and universities in and around Chicago.

WGN-TV(Ch 9) Chicago - The Femme Show; DEBUT Sept 13; Mon thru Fri, 9:30-10am CT. Participations. Helen Joyce, assisted by announcer Frank Babcock, presents news of the women's world: fashions, new recipes, interesting books, home decorating tips, etc., with discussions and occasional guests.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WABC-TV(7)	*"I Led Three Lives" (Ziv TV Programs)	-Ronzoni Macaroni thru Emil Mogul; Marcalus Mfg Co (Marcal) thru Calkins & Holden	8/27	Fri	10-10:30pm
WABC-TV(7)	#"Mr. District Attorney" (Ziv TV Programs)	-Carter Products (Rise) thru SSC&B; G. Krueger Brewing Co thru Grey Advertising	9/3	Fri	10:30-11pm
WABC-TV(7)	#"The Sealy TV Playhouse" Ford Theatre re-runs (Screen Gems)	-Sealy Mattress Co thru The The Getschal Co	9/14	Tue	11-11:30pm
WABC-TV(7)	#"Victory At Sea" (NBC Film Div)	-Petri Wines(Italian Swiss Colony, G & D Vermouth) thru Honig-Cooper	9/25	Sat & Sun	10:30-11pm
WABD(5)	#"Hollywood Off-Beat" (United TV Programs)	-Open for participations	8/24	Tue	7:30-8pm
WABD(5)	#"Counterpoint" (United TV Programs)	-Open for participations	8/25	Wed	7:30-8pm
WABD(5)	#"Boss Lady" (M & A Alexander)	-Open for participations	8/26	Thu	7:30-8pm
WABD(5)	#"Royal Playhouse" (United TV Programs)	-Open for participations	8/27	Fri	7:30-8pm
WABD(5)	#"Orient Express" (Nat'l Telefilm Assoc)	-Open for participations	8/27	Fri	9:30-10pm
WABD(5)	*"Terry and the Pirates" (Official Films)	-Open for participations	9/25	Sat	6:30-7pm
WNBT(4)	*"The Lone Wolf" (United TV Programs)	-Chevrolet Dealers thru Compton Advertising	9/4	Sat	11:15-11:45pm
Los Angeles					
KTTV(11)	*"Captain Midnight" (Screen Gems)	-The Wander Co & General Mills both thru Tatham-Laird	9/5	Sun	6-6:30pm
KTTV(11)	*"All American Game of the Week" (Sportsvision)	-Day's Tailor-d Clothing, Inc thru Gardner-Jacobson(Tacoma)	9/13	Mon	10-10:30pm
KTTV(11)	*"The Lone Wolf"(return) (United TV Programs)	-Open	9/17	Fri	8:30-9pm
KTTV(11)	#"Mr & Mrs North" (Advertisers TV Program Service)	-Participations	9/13	Mon thru Fri	10-10:30am
KTTV(11)	*"Col. March of Scotland Yard" (return) (Official Films)	-Open	9/14	Tue	9-9:30pm
KTLA(5)	*"Chico and Pablo" (edited version of original "Cisco Kid" made for movies)	-McMahan Furniture Co thru Phil D. McHugh Advertising	9/19	Sun	6:30-7:30pm
KTLA(5)	*"Popular Science" (Color shorts made by Paramount Pictures for movies shown in b & w TV)	-Sustaining	8/30	Mon thru Fri	7:15-7:30pm

CODE: *First run in market #Re-runs (List includes some films that are national spot)

SCRIPTS: Eve Wolas named story editor for Danger, replacing Elizabeth Bullock; Don Moore (CBS) also receives scripts.....American Inventory (NBC, Sun, 2-2:30pm) Dramatized documentaries of American life. Prod & Script Ed-Robert Wald, Teleprograms, Inc, NBC, 1270 Sixth Ave, New York; Pays $400 and up for half-hour scripts with original approach to unlikely or experimental material, with a public service approach. Unlimited as to format. Casts should not exceed ten, preferably 6-7.

FILM DIGEST: Constance "Connie" Lazar has been named v.p. in charge of sales of United Producer-Distributors, distributor subsidiary of Jerry Courneya Productions, Inc (633 North Almont Dr., West Hollywood 46, Calif). The distrib is currently pushing a "UPD Reel Adventure" package including 39 Lash LaRue westerns, 13 Chimp Comedies and 13 Noah Beery Jr. adventure series, all quarter-hour films.....The first 3D film show for television was scheduled to roll last week in New York with the arrival of L. P. Dudley from England to supervise filming of "Angel Auditions" for producers Tom Legate and Howard Field. Paula Stone is hostess for the series which has been seen live over several New York stations during the past summer.....KTTV has inaugurated the programming of high-priced syndicated series during the daytime hours with an across-the-board presentation of Mr. & Mrs. North at 10-10:30am. The program will have Norma Gilchrist as live hostess to do intros and presumably handle the commercials of participating sponsors.....Although Los Angeles groups are usually in the forefront in blasting crime shows on the air, West Coast TV stations are bucking each other in late evening and Saturday spots with more and more mystery-adventure blocks. KNXT is the latest, with a buy of five film packages, of which three are mystery series, to give the station four "whodunit blocks" during the week in the 10-11pm time slots. The parent groups never have explained what young children are doing viewing television at those hours.....

Football keeps going in a direction not explored by baseball in the film field in a manner that apparently does not affect attendance. There will be more football film packages on the air this fall than ever before, via special packages put together by Tel-Ra, Sportsvision and others, excerpted from each week's games and presented within a day to a week after the games have been presented live on TV. Football's pattern of not permitting conflict in a city with its own games, or only on a delay basis via the film packages, might be the step for baseball according to reports concerning conferences this winter among owners..... KBC TV Productions, at American National Studios, Hollywood, formed by writers Hugh King and Robert Bailey and producer Irving Cummings, are planning a 26-film series under the general heading Adventure Theatre, half of which will be pilots for future individual series.....Jack Chertok Productions will film another 26 films in the Private Secretary series for American Tobacco Co, starting Oct 11 at General Service Studios. This will bring the total of the Ann Sothern starrers up to 78, taking the group thru the 1955 TV season.....Burns & Allen's McCadden Corp will film a total of 10 Jack Benny Shows for his CBS program which will be presented every other week this season, alternating with Private Secretary.

The I Married Joan series, hit by the death of one featured performer, lost another one temporarily due to illness. Sara Berner has taken over for Patti Moore and may stay with the series beyond the one film originally scheduled... .....The trade press is beginning to signal the pressure in telefilm syndication as series begin to pile up without time openings on stations. Price is actually the crux, as new series for B & C time have A prices, and are not moving.

NEWS & COMMENT: Helen Hayes and Joseph Cotten have been signed for leads in Light's Diamond Jubilee, Oct 24. Ben Hecht is writing the script, to be directed by King Vidor, movie director making his TV debut. Victor Young will be music director of the David O. Selznick-produced show..... The day that NBC issued a press release (Sept 16) announcing that a West Coast version of Today would bow Sept 27, Panorama Pacific, the CBS Television Pacific Net's three-city similar program (7-9am) marked its tenth month on the air and announced that in that time it has presented over 500 feature spots to fill its 10 hours of programming each week with only two repeats in that total. The NBC competition will not be produced in the same manner as the New York show. John Grant, LA radio and TV personality, will m.c. the first hour which will be called Seven to Eight; then from 8 to 9 Coasters will see a quick kine of the 8-9am segment of Today. Joe Thompson, who has been associate producer of Today in New York, has switched to LA to produce the Grant segment.

D'Arcy Advertising in New York moved to 430 Park Ave (PL 8-2600).....Milton Goldman has opened his own artist rep agency at 22 East 60 St, New York (MU 8-0840).....Ginger Rogers will star in three plays of Noel Coward's "Tonight at 8:30," first of NBC's Monday night color spectaculars debuting Oct 18. Fred Coe will supervise the series, following the pattern established by his predecessor Leland Hayward in using guest producers and directors. Hayward had to bow out because of illness. Otto Preminger is guest producing-directing Tonight at 8:30.....,RCA color commercials for the Monday night spectaculars are being filmed by Gross-Krasne in Hollywood.

PERSONNEL CHANGES: CBS Television personnel announcements: Charles Oppenheimer has been appointed director of press information. Michael J. Foster has been named publicity manager. Hank Warner has been named manager of operations for press information, Arthur Perles named assistant to Oppenheim. Jack Goldstein continues in charge of exploitation; Jim Kane as trade editor, and Dorothy Leffler as manager of the magazine division. CBS News announced the following: James Burke, now assignment editor for radio and television news; Robert Skedgell, executive producer of radio news and David Zellmer, executive producer of television news..... .....Harold Fair, head of Bozell & Jacobs, Inc., radio and TV dept in New York, upped to v.p.... ...Carroll Nye joined the publicity dept of the ABC-TV network in Hollywood. He has been with CBS there for the past six years.....NBC in New York appointed Davidson Taylor as v.p. in charge of public affairs; Richard A. R. Pinkham as v.p. in charge of participating programs; and Kenneth W. Bilby as v.p. for public relations.....Thomas Bowie Jones has been named director of programs for WTOP-TV(Wash), replacing H. Thomas Tausig, resigned. Jones has been creative producer-director for the station..... ...Frances Foster, former Ray Anthony vocalist, joined the staff of Crosley Broadcasting(Cinn) for appearances on WLW TV and radio..... Novelist and screen writer Robert Carson has joined CBS Television in Hollywood as a producer-writer to work on new programs as well as several already established.

TALENT SHOWSHEET SEPTEMBER 20-26, 1954
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Most of the shows on Sept. 17, 18, 19 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Sept. 24. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: Gene Autry, Roy Rogers, Four Star Playhouse, Big Town, General Electric Theatre, Foreign Intrigue, The Hunter, Pepsi Cola Playhouse, Topper, Joe Palooka Story.

FRIDAY SEPTEMBER 17
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GIRL SCOUT SHOW	WABC 5:30	Kenny Delmar (C), MC; Buddy Weed Trio, Betty Clooney (S), Jonathan Winters (C), Milton Cross
THE STRANGER (Robert Carroll)	DuM 9pm	(O) by John Gay; with Malcolm Beggs, Fred Stewart, Philip Pine, Paul Clark, Buzz Martin; (SD)
CHANCE OF A LIFETIME	DuM 10pm	Buddy Marlowe (M&S) & others to be announced; (SD)

SATURDAY SEPTEMBER 18
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BIG TOP	CBS 12N	Warren Hull subs for vacationing Jack Sterling as ringmaster for two weeks
CAMERA THREE (James Macandrew)	WCBS 2pm	The Ballad of John Brown - with Royal Dano, Jean Stapleton, Michael Kane, Gerald Sarracini, Jared Reed (M&S) (REPEAT OF SHOW ORIGINALLY PRESENTED ON AUG. 7, 1954)
Italian Feature Film	WABC 2:30	Gina Lollobrigida
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Madeleine Pierce, Patsy Campbell, Nelson Olmsted, Andree Wallace, Pamela Fitzmaurice, Philip Truex; (SW & SD)
SATURDAY NIGHT REVUE (Eddie Albert)	NBC 9pm	regulars including Ben Blue (C) & Tom D'Andrea & Hal March (C) (LAST SHOW OF SEASON)
THE STORK CLUB (Sherman Billingsley)	ABC 10pm	Bert Wheeler (C), Connie Russell (S)

SUNDAY SEPTEMBER 19
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A PRECIOUS HERITAGE	CBS 10am	Passage Home -- The Story of Ashur Levy - (O) by Morton Wishengrad; with James Maloney, Felix Deebank, Robert Emhardt, Stefan Schnabel, Harry Townes, Clarice Blackburn, Henry Bates, Winston Ross, Vince Gardenia; (SD)
HALLMARK HALL OF FAME	NBC 5pm	John Wanamaker - (O) by Harold Callen; with Peter Graves; others to be announced; (SD, FROM HOLLYWOOD)
Lassie (Tommy Rettig)	CBS 7pm	regulars & Donald Keeler & Charles Brannon; (O) by Jackson Gillis; (SD)
TOAST OF THE TOWN	CBS 8pm	Navy & Marine Corps' talent
COLGATE COMEDY HOUR	NBC 8pm	Mischa Elman (M), Maria Tallchief (D), the Vagabonds (S), Louis Armstrong (S&M), Gordon Jenkins & Orch; kill: Patti Page (S); add: Peggy Lee (S), Eddie Fisher (S), Frederic Franklin (D), Rocky Maricano (boxer) (FROM H'D, FALL PREMIERE)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Too Many Wives - (O) by Seymour Richin; with regulars & Brooke Byron, Marian Russell, Betty Buehler, Barnet Biro, Gilbert Reed; (SD)
THE MAN BEHIND THE BADGE	CBS 9:30	Springfield, Mass - (O) by Max Ehrlich; with Douglas Fowley, Stewart Bradley, George Hall, Richard Purdy, Katharine Raht, Noel Leslie, George McCoy; (SD)

MONDAY SEPTEMBER 20

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Archie's Landmark - with Paul Bryar, Robert B. Williams, Barry Bernard, J. Anthony Hughes; (SD)
OPERATION ENTERTAINMENT	NBC 8pm	Gen. Matthew B. Ridgway, George Meany (Pres., AFL); MC's: Eddie Fisher, William Holden, Ronald Reagan, Tyrone Power; Bob Hope, Jack Benny, Danny Kaye, Frank Sinatra, Ray Bolger, Dorothy McGuire, Ray Milland, Pat O'Brien, Jack Carson, Edward G. Robinson, Keenan Wynn, Jerry Colonna, Jack Haley, Jimmy Wakely, Johnny Grant, Carolina Cotton, Tony Romano, Penny Singleton, Patty Thomas, the Bell Sisters, Dinah Shore, Danny Thomas (FROM HOLLYWOOD, THIS DATE ONLY)
THE VOICE OF FIRESTONE	ABC 8:30	Mildred Miller (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	The Nine LaFalce Brothers (S), Lori Taylor (S), Christine Stavrache (M)
The Medic (R. Boone)	NBC 9pm	Laughter is a Boy - with Peter Votrian, Bobby Driscoll; (SW,D)
Public Defender (Reed Hadley)	CBS 9pm	The Long Shot - (O) by William E. Raynor; with Frankie Darro, Martha Hyer, Stanley Clements, George E. Stone; (SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Diary - (O) by Robert E. Sherwood; with Janice Rule, Bill Langford, Bill Smithers, William A. Lee, Abby Lewis, Wallace Rooney, Arthur O'Connell, Frank Waldecker, Al Ramsen, Roger Sullivan, Delmar Knudson, Anita Webb, Martin Ashe, Harold Loeb; (SD) by Norman Felton (FALL PREMIERE)
STUDIO ONE	CBS 10pm	Twelve Angry Men - (O) by Reginald Rose; with Robert Cummings, Franchot Tone, Edward Arnold, Paul Hartman, John Beal, Walter Abel, Norman Feld, Lee Philips, Bart Burns, Joseph Sweeney, George Voskovec, Will West; (SD) by Franklin Schaffner (FALL PREMIERE)
Adolphe Menjou's Favorite Story	WNBT 10:30	The Crime - (O) by Orville Hampton; with Bill Henry, Judith Ames, George Cooper, Charles Evans; (SD)

TUESDAY SEPTEMBER 21

Janet Dean, R. N. (Ella Raines)	WNBT 7pm	Gillis Case - (O) by Sylvia Berger; with Mona Knox, Scott McKay, Jack Warden, June Martel, Russell Hardie, Alan Foster
A STORY FOR ROSH HASHANA	WABC 7:30	(O) by Sholem Rubenstein; Lyrics & Music by Dick Manning; with Tom Scott (M&S), Norman Atkins (S), Michael Strong, Frank Daly, Jim Boles, Lee Bergere; Dir by Sholem Rubenstein (THIS DATE ONLY)
RED SKELTON	CBS 8pm	Leo Durocher (baseball), Earl Wilson (columnist), Diahann Carroll (S) (FALL PREMIERE)
BUICK-BERLE	NBC 8pm	regulars: Ruth Gilbert, Nancy Walker (S&C), Arnold Stang (C); & Mickey Rooney, Connie Russell (S), Joey Foreman, Milton Frome, Harry Clark, Addison Richards, Jack Collins, Dorothy Love, Louise Kirtland, Jim Nolan, Dick Bernie, Len Kannon, Marjorie Gray, Sam Schwartz, Ronald Brannon (PREMIERE)
THE BLUE ANGEL (Orson Bean)	CBS 8:30	Jack Carter (C), Billy Daniels (S), Alice Ghostley (S&C), The Vargas (D), Lafaye & Co. (puppeteers) (FALL PREMIERE)
Studio 57	DuM 9pm	Ring Once for Death - with John Howard, Emlen Davies, Keye Luke, Alan Dinehart III, Noel Toy; Dir by Herschel Daugherty (O) by Robert Arthur, (A) by Lawrence Kimble (PREMIERE)
Fireside Theater (Gene Raymond)	NBC 9pm	The Sporting Doctor - (O) by Charles E. Van Loan, (A) by Herbert Little, Jr. & David Victor; with Gene Raymond, George Wallace, Frances Robinson, Walter Sande, Stanley Andrews, Hugh Sanders, Jack Lomas; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Explosion - (O) by Robert Alan Aurthur; with Joe Maross, Frank Overton, Rusty Lane, Alfreda Wallace, Nancy Franklin, David Britton, Julie Follansbee, others to be announced; (SD)
DANGER	CBS 9:30	See No Evil - (O) by J. C. Sheers; with Nina Foch, Marcel Hillaire, Robert Dryden, Robert Fortin; (SD)

TUESDAY SEPTEMBER 21 (Cont'd)

CENTER STAGE	ABC 9:30	The Heart of a Clown - (O) by Ellen Violett; with Vivian Blaine, Frank McHugh, Lili Darvas, Thomas Coley, Walter Kinsella, Kevin Coughlin, Glenn Styres, Barbara Nichols, Henry Lascoe, George Kilroy, Quinto Ranwiiz, Mort Marshall, Donald McKee, Leo Bayard, Harry Snow; Dir by Henry Kaplan
LIFE WITH FATHER (Leon Ames & Lurene Tuttle)	CBS 10pm	Father and the Seance - (O) by William Roberts; with regulars & Robert Emmett Keane, Kathryn Card, Irene Tedrow, Ezelle Poule; (SD, FROM HOLLYWOOD)
STOP THE MUSIC	ABC 10:30	add regular: Jaye P. Morgan (S)

WEDNESDAY SEPTEMBER 22

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Evil Assayer - with regulars & Dave Sharpe, Don Turner, Anthony Sydes, Guy Beach, John Eldredge, James Bush, Bod Osborn; (SD)
MELODY TOUR	ABC 8pm	Bob Manning (S) & regulars; (STARTS ON WABC at 8:30pm)
My Little Margie (Storm)	NBC 8:30	regulars & Tom Avera, Tris Coffin; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The Light is Cold - (O) by Robert J. Shaw; with Don Dubbins, Elizabeth Montgomery, Lilia Skala, Russell Hardie, Jeff Harris, Janice Mattson, Frank Fenton, Bradford Dillman, Shirley Standlee, Conrad Rooks; (SD)
Douglas Fairbanks	WNBT 10:30	Four Farewells in Venice - no credits available at press time

THURSDAY SEPTEMBER 23

The Ray Milland Show (Phyllis Avery)	CBS 8pm	(O) by Siegfried Herzig & Frederick Stephani; with regulars & Virginia Field; (SD)
JUSTICE (Westbrook Van Voorhis)	NBC 8:30	The Belmont Prison Break - (O) by A. J. Russell; with Lee Bowman, Dick Foran, Bruce Gordon, Humphrey Davis, others to be announced; (SD)
SO YOU WANT TO LEAD A BAND?	ABC 9pm	Denise Lor (S)
KRAFT TELEVISION THEATRE	ABC 9:30	Professor Jones and the Missing Link - (O) by Don Rozi Anton; with Roger Price, Murray Matheson, Estelle Winwood, Isobel Elsom, Judson Laire, Cavada Humphrey, Eva Leonard-Boyne, Bill Pallfrey, William Podmore; (SD)
LUX VIDEO THEATRE (James Mason)	NBC 10pm	The Heiress - (O) by Henry James, Stage & Movie (A) by Ruth & Augustus Goetz; TV (A)-(SW); with Vincent Price, Marilyn Erskine, Ellen Corby, Eleanore Tanin; (SD) by Richard Goode (HD)
THE TELLTALE CLUE (Ross)	CBS 10pm	Old Flame - (O) by Joseph Schull; with cast to be announced; (SD)

FRIDAY SEPTEMBER 24

MAMA (Peggy Wood)	CBS 8pm	The Steiner Street Strutters - (O) by Jerome Ross; with regulars & Gunnar Hafsten; (SD)
The Life of Riley (William Bendix)	NBC 8:30	regulars & Sterling Holloway, Steven Geray; (SW) by Harry Clork & Sumner Long; (SD)
THE BIG STORY (Norman Rose)	NBC 9pm	John McDowell, Newark Star Ledger - (O) by Gail Ingram; with Charles Aidman, Lois Wheeler, Joy Geffen, James Goodwin, Fred Eisley, Matt Crowley, Gerald Lee; (SD)
Schlitz Playhouse	CBS 9pm	The Pipe - (O) by L. J. Beeston, (A) by DeWitt Bodeen; with Peter Lorre, Michael Pate, Lowell Gilmore, Antony Eustrel, Trevor Ward, Kay Kuter, Arthur Gould Porter, Lillian Bond, James Fairfax, Robert R. Stephenson; (SD) by Jus Addiss
Dear Phoebe (Peter Lawford)	NBC 9:30	(O) by Alex Gottlieb; with regulars & Chuch Connors, Joyce Holden; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 17 THRU FRIDAY SEPTEMBER 24

TODAY (Garroway)	NBC 7am	Thu - Anita Leslie (author); F - Paul du Pont (costume designer)
GEORGE SKINNER	WCBS 9am	M - Betsy Palmer; Thu - Galen Drake

STRIKE IT RICH (Warren Hull)	CBS 11:30	F (9/17) - Commander Harry Manning; M - Mona Paulee (S); W - (9pm) - Kitty Kallen (S)
BOB CROSBY SHOW	CBS 3:30	M thru F - add regular: Carol Richards (S) (FROM HOLLYWOOD)
BOB SMITH SHOW	NBC 4:30	M thru F - Skitch Henderson subs for ailing Bob Smith; supporting performers: Clark Dennis (S), Honeydreamers (S), Bobby Nicholson & Orchestra
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - Con Game - (O) by Monroe Manning & John Kohn; with Edgar Buchanan, Edward Norris, Lois Collier, Lucien Littlefield, James Hayward, Alan Foster, Len Hendry; (SD) by Harve Foster; Thu - The Antique Shop - (O) by Nathaniel Curtis; with Bonita Granville, Franklin Pangborn, Jeff Donnell, Peter Hanson, Bill Fawcett, Lillian Culver, Dian Fauntelle, Floyd Shackleford; (SD)
MAGIC COTTAGE	WABD 6:30	M thru F - Ed Holmes, Curtis Wheeler; (SW & SD)

SATURDAY SEPTEMBER 25

Captain Midnight (Richard Webb)	CBS 11am	The Lost Moon - (O) by Dane Slade; with regulars & Robert Anderson, Victor Sen Yung, John Phillips, Eddie Lee, Brian O'Hara; (SD)
The Range Rider (Jack Mahoney)	WNBT 6:30	Fight Town - (O) by Robert Schaefer & Eric Freiwald; with Darryl Hickman, Mickey Simpson, Michael Ragan; (SD)
LET'S DANCE	ABC 8pm	Pat Rooney, Sr. (D), Jerry Vale (S) (CHICAGO & NYC)
MAX LIEBMAN SPECTACULAR	NBC 9pm (COLOR)	Lady in the Dark - (O) by Moss Hart, Music by Kurt Weill, Lyrics by Ira Gershwin, TV (A) by Max Liebman & Billy Friedberg; with Ann Sothern, Shepperd Strudwick, Luella Gear, Paul McGrath, Carleton Carpenter, James Daly, Robert Fortier;(SD)
The Lone Wolf (Louis Hayward)	WNBT 11:15	Memo: Murder - (O) by Antony Ellis; with Michael Pate, DeForrest Kelly, Freida Inescourt, Ann Barton; (SD) by Bernard Girard

SUNDAY SEPTEMBER 26 (STANDARD TIME RETURNS)

YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Return of Ulysses - (O) by Jeremy Daniel; with Neva Patterson, Jonn Baragrey, Doug Watson; others to be announced
Lassie (Tommy Rettig)	CBS 7pm	regulars & Trevor Bardette; (SW & SD)
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Gene Saks, Gage Clarke; (SW & SD)
Private Secretary (Ann Sothern)	CBS 7:30	Where Oh Where? - (O) by Tom Seller; with regulars & Joan Banks, Anthony Warde, Rolland Morris, Vici Raaf; (SD)
GENERAL ELECTRIC THEATRE	CBS 9pm	Nora - (O) by Henrik Ibsen (A Doll's House), (A) by George Bellak; with Patric Knowles, Luther Adler, actress in title role to be announced; (SD) by Don Medford (PREMIERE, NEW SERIES)
GOODYEAR TELEVISION THEATRE	NBC 9pm	Guilty is the Stranger - (O) by Tad Mosel; with Fay Bainter, Pat Crowley, Paul Newman, Joseph Foley, Frances Williams; (SD) by Arthur Penn
THE MAN BEHIND THE BADGE	CBS 9:30	Boston - (O) by Nelson Gidding; with Larry Haines, Robert Middleton, Jan Miner, Caren Lenay, John Buckwalter; (SD)
Loretta Young	NBC 10pm	You're Driving Me Crazy - (O) by Maurice Zimm, (A) by William Bruckner; with Charles Drake, Harry Bartell, Stuart Randall, Peter Brocco, Pat Coleman, Herb Lytton; (SD)
THE WEB	CBS 10pm	Welcome Home - (O) by Norman Daniels; with Biff McGuire, Joanne Woodward, Gage Clarke, Grace Raynor, Lois Holmes, Bill Zuckert; (SD, LAST SHOW OF SERIES)